



**REGIONAL DISTRICT OF BULKLEY-NECHAKO**

**REGIONAL TRANSIT COMMITTEE AGENDA**

**THURSDAY, JULY 19, 2018**

**1:00 P.M.**

**Regional District of Bulkley-Nechako Boardroom**

<u>PAGE NO.</u>		<u>ACTION</u>
	<u>AGENDA – JULY 19, 2018</u>	Approve
	<u>Supplementary Agenda</u>	Receive
	<u>MINUTES</u>	
3-6	Regional Transit Committee Meeting Minutes – May 24, 2018	Receive
	<u>DELEGATIONS</u>	
	<u>BC TRANSIT</u> Chris Fudge, Senior Regional Transit Manager RE: Bulkley Nechako Regional Transit Performance Overview	
	<u>MINISTRY OF TRANSPORTATION AND INFRASTRUCTURE</u> Linda Harmon, Transit Crown Agency Programs RE: BC Bus North	
	<u>REPORTS</u>	
7-8	Deneve Vanderwolf, Regional Transit Coordinator – Community Bus Grant Recipients in the RDBN	Receive
9-10	Deneve Vanderwolf, Regional Transit Coordinator – Public Transportation in the RDBN	Receive
11-17	Deneve Vanderwolf, Regional Transit Coordinator – March 2018 Rider Survey Report	Receive

**CORRESPONDENCE**

18-19	RDBN Letters to Stelat'en First Nation and Cheslatta Carrier Nation - Thank you for Contribution	Receive
20-21	Regional District of Fraser-Fort George - June 21 Board Meeting Highlights - \$1,000 Grant Issued to Support the Regional Transit Initiative	Receive
22-24	Northern Development Initiative Trust - Approval of Project – 2018 Marketing Strategy for Smithers and District Transit Service	Receive
25-26	Greyhound – Greyhound Canada to Downsize its Canadian Business Based on a 41% Decline in Ridership Since 2010	Receive
27-49	BC Transit – CivicInfo BC Survey: Local Government Representative and CAO	Receive
50-151	BC Transit – Customer Satisfaction Tracking Research Annual Report 2017-2018	Receive

**SUPPLEMENTARY AGENDA**

**NEW BUSINESS**

**ADJOURNMENT**

**REGIONAL DISTRICT OF BULKLEY-NECHAKO****REGIONAL TRANSIT COMMITTEE MEETING**  
**(Committee Of The Whole)****Thursday, May 24, 2018**

**PRESENT:**

Chair	Taylor Bachrach
Directors	Chris Beach Eileen Benedict Shane Brienen Mark Fisher Tom Greenaway Dwayne Lindstrom Thomas Liversidge Rob MacDougall Bill Miller Rob Newell Mark Parker Jerry Petersen Gerry Thiessen
Director Absent	Darcy Repen, Village of Telkwa
Alternate Director	Brad Layton, Village of Telkwa
Staff	Melany de Weerd, Chief Administrative Officer Cheryl Anderson, Manager of Administrative Services Scott Brown, Planning Student John Illes, Chief Financial Officer Jason Llewellyn, Director of Planning Deneve Vanderwolf, Regional Transit Coordinator
Others	Deborah Bowman, Assistant Deputy Minister, Transportation Policy and Programs, Ministry of Transportation and Infrastructure Jeannie Hollis, Manager, Corporate Engagement Initiatives, BC Public Service Agency Carl Lutz, District Manager Bulkley-Stikine, Ministry of Transportation and Infrastructure
Via Tele- Conference	Zoe Dhillon, Special Projects Coordinator, District of Vanderhoof Lyn Hall, Mayor, City of Prince George – left at 1:45 p.m. Chris Fudge, Senior Regional Transit Manager, BC Transit Linda Harmon, Transit Crown Agency Programs, Ministry of Transportation and Infrastructure Jim Martin, CAO, Regional District of Fraser-Fort George Adrianna McMullen, Transportation Planner, Business Development Planning, BC Transit

**CALL TO ORDER**

Chair Bachrach called the meeting to order at 1:02 p.m.

**AGENDA**

Moved by Alt. Director Layton  
Seconded by Director Newell

**RTC. 2018-2-1**

"That the Regional Transit Committee Agenda for May 24, 2018 be adopted."

(All/Directors/Majority)

**CARRIED UNANIMOUSLY**

**MINUTES**

**Regional Transit Committee  
Meeting Minutes  
-February 22, 2018**

Moved by Director Beach  
Seconded by Director Petersen

**RTC.2018-2-2**

"That the Minutes of the Regional Transit Committee meeting of February 22, 2018 be received."

(All/Directors/Majority)

**CARRIED UNANIMOUSLY**

**REPORTS**

**Highway 16 Bus Stop  
Analysis Updates**

Moved by Alt. Director Layton  
Seconded by Director Petersen

**RTC.2018-2-3**

"That the Regional Transit Committee receive the Regional Transit Coordinator's May 8, 2018 memo titled "Highway 16 Bus Stop Analysis Updates;" and further, that the Regional Transit Committee recommend that the Regional District of Bulkley-Nechako Board of Directors approve bus stop signage in Table 1 as outlined in the Regional Transit Coordinator's May 8, 2018 memo."

(All/Directors/Majority)

**CARRIED UNANIMOUSLY**

Moved by Director Fisher  
Seconded by Alt. Director Layton

**RTC.2018-2-4**

"That the Regional Transit Committee recommend that the Regional District of Bulkley-Nechako Board of Directors direct staff to further investigate the feasibility of the following Proposed Stop Locations:

- Van Horne Frontage Road – Electoral Area "A"
- Include and prioritize: Quick Road West and Walcott Road– Electoral Area "A" rather than Hungry Hill Rest Area and Pottinger Frontage Road – Electoral Area "A"
- Bye Frontage Road – Electoral Area "G" to be further discussed with the Electoral Area Director; and further, that that the Stop Type be "By Request."

(All/Directors/Majority)

**CARRIED UNANIMOUSLY**

## **REPORTS (CONT'D)**

### **Ridership Table -January-March 2018**

Moved by Director Miller  
Seconded by Alt. Director Layton

### **RTC.2018-2-5**

"That the Regional Transit Committee receive the Regional Transit Coordinator's May 9, 2018 memo titled "January to March 2018 Ridership Table."

(All/Directors/Majority)

**CARRIED UNANIMOUSLY**

## **CORRESPONDENCE**

### **Consultation with the Honourable Claire Trevena, Minister of Transportation and Infrastructure**

Director Miller expressed disappointment that Minister Trevena, Ministry of Transportation and Infrastructure did not contact the Chairs of Regional Districts to consult about long haul passenger transportation in the northwest with the Passenger Transportation Board's decision to allow the withdrawal of passenger services by Greyhound as of May 31, 2018. Ms. Bowman apologized for the omission.

Deborah Bowman, Assistant Deputy Minister, Transportation Policy and Programs, Ministry of Transportation and Infrastructure mentioned that Minister Trevena has made a commitment and engaged stakeholders in various ways to determine a solution. An announcement will be made in the near future concerning long haul passenger services in the northwest. The MoTI has been working with BC Transit to develop a basic two round trip per week service that will be implemented shortly after the May 31 withdrawal of Greyhound passenger services in the northwest. Ms. Bowman noted that it will be an interim solution for the next year and the intention is to work with communities to develop and investigate opportunities available to ensure a long-term sustainable service. The priority is for the interim proposed service to address routes that Greyhound will be withdrawing services from as of May 31. Ms. Bowman spoke of the complexities of a long haul passenger service and the need to provide certain amenities such as washroom facilities etc. Ms. Bowman mentioned the importance of accumulating data in the next year to determine the needs of the region.

Mayor Lyn Hall, City of Prince George recognized the work that the Provincial Government has done in regard to finding a solution to long haul passenger transportation in the region and the recognition of the importance of a service in the region. Mayor Hall spoke of the importance of Regional Districts and municipalities supporting the Provincial Government in investigating alternate transportation opportunities within the northwest.

Ms. Bowman mentioned that through a grant funding opportunity there are 12 organizations that deliver community transportation opportunities. She noted that as of May 15, 2018 ten of the twelve community vehicles took 14,315 trips.

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**CORRESPONDENCE (CONT'D)**

Greyhound Canada Moved by Alt. Director Layton  
Transportation ULC Route, Seconded by Director Liversidge  
Route Segment and Route Point  
Eliminations – Notice to  
Passengers-Effective May 31, 2018  
at 11:59 p.m.

RTC.2018-2-6 "That the Regional Transit Committee receive the correspondence from Greyhound Canada Transportation ULC regarding Route, Route Segment and Route Point Eliminations – Notice to Passengers – Effective May 31, 2018 at 11:59 p.m."  
  
(All/Directors/Majority) CARRIED UNANIMOUSLY

**NEW BUSINESS**

Commuter Service between Director Newell noted that there is a need for a commuter  
Houston and Smithers service between Houston and Smithers to support employees, students, etc. travelling between the two communities.  
  
Chris Fudge, Senior Regional Transit Manager, BC Transit mentioned that the intent is to complete a more in depth analysis of the system and provide information to the Regional Transit Committee in August, 2018.

**ADJOURNMENT**

Moved by Alt. Director Layton  
Seconded by Director MacDougall  
  
RTC.2018-2-7 "That the meeting be adjourned at 1:47 p.m."  
  
(All/Directors/Majority) CARRIED UNANIMOUSLY

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Taylor Bachrach, Chair

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Cheryl Anderson, Manager of  
Administrative Services



# Regional District of Bulkley-Nechako Regional Transit Committee Memo

**To:** Chair Bachrach and Regional Transit Committee  
**From:** Deneve Vanderwolf, Regional Transit Coordinator  
**Date:** July 5, 2018  
**Re:** Community Bus Grant Recipients in the RDBN

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A component of the Province of BC's Highway 16 Action Plan was a community grant program to purchase and operate vehicles. In total there were 12 successful applicants, 7 of which are located in the Regional District of Bulkley-Nechako.

The attached table provides information on community bus grant recipients located in the RDBN. The table includes operating days, fares, communities served, connections with the Bulkley-Nechako Regional Transit Services and any special notes on the service provided.

I would be pleased to answer any questions

<b>Recommendation:</b>	<b>(all/directors/majority)</b>
Receive	

# Community Bus Grant Recipients in the Regional District of Bulkley-Nechako

Community Bus Grant Recipient	Operating Days	Fare	Communities Served	Special Notes	Connection with Bulkley-Nechako Regional Transit
Binche Keyoh Bu Society	Monday, Wednesday, Friday	\$2.00 one way	<ul style="list-style-type: none"> <li>Binche Keyoh</li> <li>Tl'az'ten First Nation</li> <li>District of Fort St James</li> <li>Nak'azdli Whut'en</li> </ul>	Driver does not accept cash. Tickets must be purchased prior to travel at venues in communities.	Bus does not go to Vanderhoof at this time.
Dze L K'ant Friendship Centre	On Demand	No cost	<ul style="list-style-type: none"> <li>District of Houston</li> <li>Town of Smithers</li> <li>Dease Lake</li> </ul>	Provides travel to clients of the Dze L K'ant Friendship Centre to access services not available in home community.	Will connect if requested
Village of Fraser Lake	Wednesday, Friday	No cost at this time	<ul style="list-style-type: none"> <li>Village of Fraser Lake</li> <li>Endako</li> <li>Stellat'en First Nation</li> <li>Fort Fraser</li> <li>Nadleh Whut'en</li> <li>Glenannan</li> </ul>		Bus does not operate on same days at this time. There is potential to connect in the future if there is a demand.
Granisle Better at Home / Village of Granisle	Tuesday to Thursday	\$5.00 one way to Burns Lake, Houston, Smithers \$3.00 one way to Topley \$5.00 round trip	<ul style="list-style-type: none"> <li>Village of Granisle</li> <li>Tachet</li> <li>Topley</li> <li>Town of Smithers</li> <li>Village of Burns Lake</li> <li>District of Houston</li> </ul>	Offers door to door service Must book and pay for trips in advance	By request on Wednesdays 
Nee Tahi Buhn Band	On Demand	No cost at this time	<ul style="list-style-type: none"> <li>Nee Tahi Buhn Band</li> <li>Cheslatta Carrier Nation</li> <li>Skin Tye First Nation</li> <li>Southside/Francois Lake</li> <li>Village of Burns Lake</li> </ul>		By request, travelers can be brought to Burns Lake to connect.
Takla Lake First Nation	Regular Route: Alternating Fridays to PG returning to Takla on Sunday Express Route: Alternating Weeks to PG on Monday returning to Takla on Thursday	TBD	<ul style="list-style-type: none"> <li>Takla Lake First Nation</li> <li>Binche Keyoh</li> <li>District of Fort St. James</li> <li>District of Vanderhoof</li> <li>City of Prince George</li> </ul>	Has not started operating. Will offer freight service.	Timing does not work at this time for connection.
Saik'uz First Nation / District of Vanderhoof	Monday to Friday	No cost at this time	<ul style="list-style-type: none"> <li>Saik'uz First Nation</li> <li>District of Vanderhoof</li> </ul>		Tuesday and Thursday there is regular scheduled connections





# Regional District of Bulkley-Nechako Regional Transit Committee Memo

**To:** Chair Bachrach and Regional Transit Committee  
**From:** Deneve Vanderwolf, Regional Transit Coordinator  
**Date:** July 5, 2018  
**Re:** Public Transportation in the RDBN

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Attached is a table providing information in regard to the current options for public transportation in the Regional District of Bulkley-Nechako. This table only includes services that have regular scheduled runs.

Northern Health Connections has been included as they have expanded their criteria to include service to seniors and people with disabilities with or without a medical appointment.

At this time there is a gap in regular service connecting Fort St. James. The Binche Community bus does provide scheduled service connecting communities in the Fort St. James area, but at this time does not travel beyond the municipality on Highway 27. Takla Lake First Nation has indicated that the Takla Lake Community Bus, once operational, will provide connecting service to Vanderhoof and Prince George once a week, but this will not be same day service.

On demand bus service in the RDBN include the following:

- Nee Tahi Buhn Community Bus on the Southside of Francois Lake
- Seniors Helping Seniors service in Fort St. James that provides transportation for seniors who have medical appointments in Prince George.
- Dze L K'ant Friendship Centre Community Bus (Smithers) that provides transportation to clients who need to access services not available in their home communities.

I would be pleased to answer any questions

<b>Recommendation:</b>	<b>(all/directors/majority)</b>
Receive	

## Public Transportation in the RDBN

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
NHC - PG to PR	NHC - PG to PR	NHC - BL to PG Return	NHC - PG to PR	BC Bus - PG to PR	NHC - PG to PR	BC Bus - PG to PR
BC Bus - PR to PG	NHC - PR to PG	BNRT - BL to PG Return	NHC - PR to PG	NHC - PR to PG	BC Bus - PR to PG	NHC - PR to PG
Takla - Biweekly to Takla	BNRT - BL to SM Return	Granisle	NHC - BL to PG via FSJ Return	BNRT - BL to PG Return	BNRT - BL to SM Return	BNRT - BL to PG Return
	Binche	Van/Saik'uz	BNRT - BL to SM Return	NHC - BL to Terr Return	Binche	
	Takla - Biweekly to PG		Binche	Granisle	Fraser Lake	
	Van/Saik'uz		Fraser Lake	Takla - Biweekly to Takla	Takla - Biweekly to PG	
			Granisle	Van/Saik'uz	Van/Saik'uz	
			Van/Saik'uz			

Northern Health Connections
BC Bus North
Bulkley-Nechako Regional Transit
Binche Community Bus
Fraser Lake Community Bus
Granisle Community Bus
Takla Lake Community Bus
Vanderhoof/Saik'uz Community Bus



# Regional District of Bulkley-Nechako Regional Transit Committee Memo

**To:** Chair Bachrach and Regional Transit Committee  
**From:** Deneve Vanderwolf, Regional Transit Coordinator  
**Date:** July 5, 2018  
**Re:** March 2018 Rider Survey Report

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## Background

At the September 7, 2017 Rural Directors Committee meeting discussion took place in regard to further information being provided in the Ridership Breakdown. It was noted that there is a need to know where riders reside that are using the Bulkley-Nechako Transit Service.

From March 1 - 31, 2018 a rider's survey was conducted on both routes of the Bulkley-Nechako Regional Transit System.

The attached report summaries the data collected during March 2018.

I would be pleased to answer any questions.

<b>Recommendation:</b>	<b>(all/directors/majority)</b>
Receive	

# March 2018 Rider's Survey Report

## Background

At the September 7, 2017 Rural Directors Committee meeting discussion took place in regard to further information being provided in the Ridership Breakdown. It was noted that there is a need to know where riders reside that are using the Bulkley-Nechako Transit Service.

The first survey was conducted in November 2017. The data report went forward on the February 22, 2018 Regional Transit Committee meeting.

## Introduction

From March 1 to 31, 2018 the rider's survey was conducted on both routes of the Bulkley-Nechako Regional Transit System. The purpose of the survey is to learn more about where transit rider's primary residence is located. Additionally, four questions are asked to provide more information on transit riders, and a space for comments was included.

1. Why are you riding the bus?
2. How often do you ride the Bulkley-Nechako Transit System?
3. What best describes your transit travel?
4. What age category best describes you?

The total number of surveys collected was 164. Total ridership in March on route 161 and 162 was 515 passengers. Rider participation in the survey was 31%.

## Analysis of data

### Tables 1-3

- Of the 164 surveys, 108 people indicated they lived in a rural area and 53 indicated they live in a municipality.
- All electoral areas were represented in the survey responses.
- Electoral Area B had the most riders followed by Areas D and F.
- There were no survey responses from Smithers or Granisle. All other Municipalities were represented.
- Burns Lake had the most riders followed by Vanderhoof and Houston.

### Tables 4-6

- Most rural and municipal participants are regular riders indicating 1-2 trips a month.
- Most rural participants return on a future day and most municipal participants return on the same day.
- Most rural and municipal riders are between 25-64 years of age.

### Table 7

- The main reason for travel among rural and municipal participants is to visit friends and family.
- Shopping and Medical Appointments, followed by Travel Connections are the next most popular reasons for travel for both rural and municipal participants.

- The option to choose work or school was not given on the survey but participants did self identify these as their reason for travel. The option to choose work or school as a reason for travel will be included the next time the survey is administered.

Table 8

- Suggestions from survey participants.

Table 9

- Selected comments from survey participants.
- All comments made were positive and encouraging. Several comments that were very similar to each other were omitted for this report.

TABLE 1: Transit riders residing in Electoral Areas

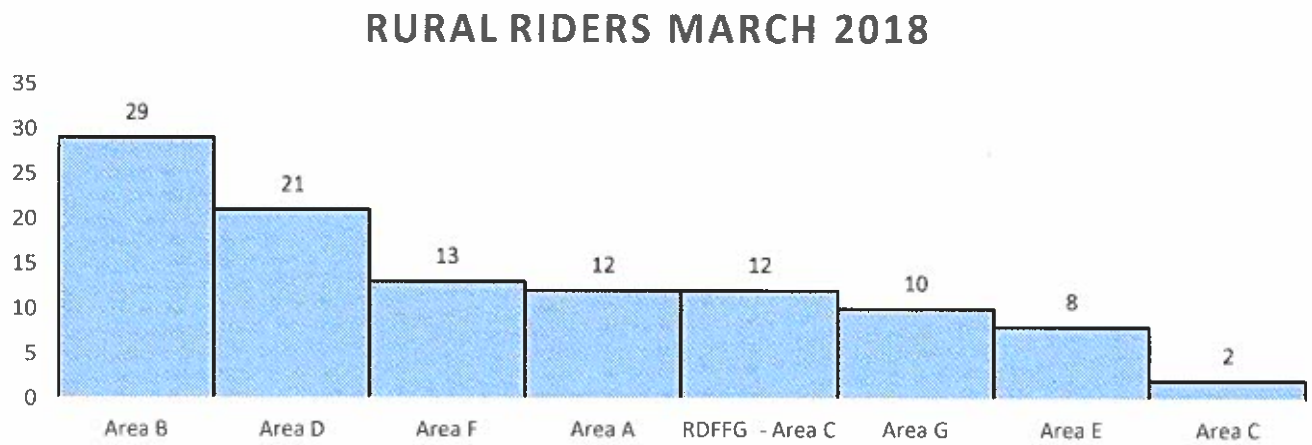


TABLE 2: Transit riders residing in Municipalities

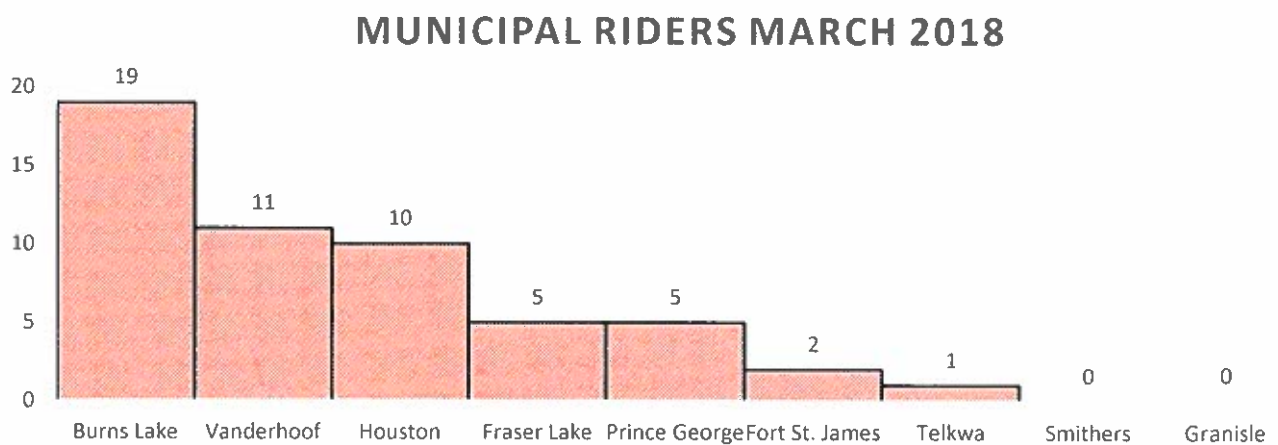


TABLE 3: Comparison of rural and municipal riders

MARCH 2018 RIDERSHIP

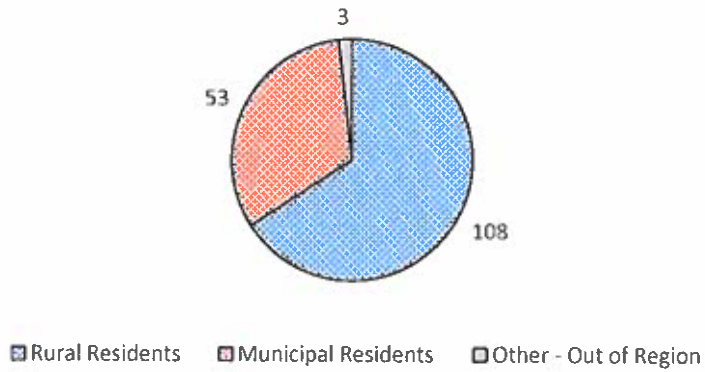


TABLE 4: Rider Frequency

RIDER FREQUENCY

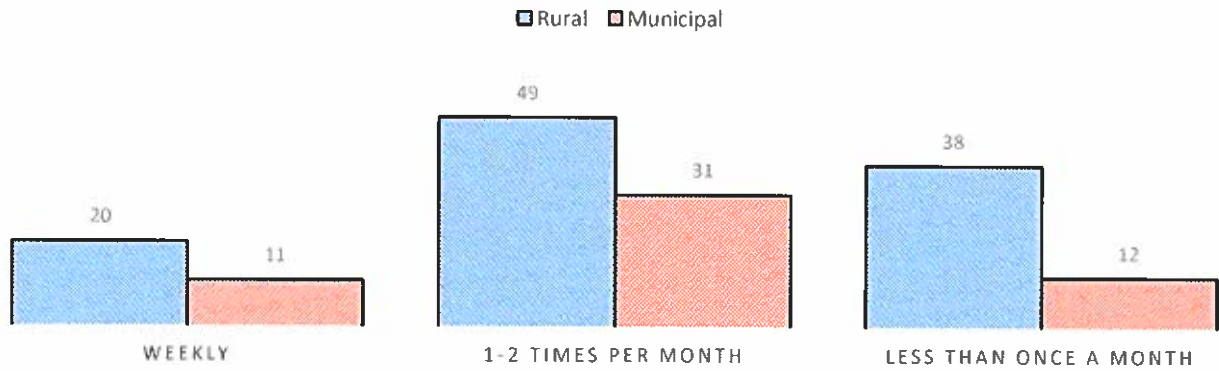


TABLE 5: Riding Habits

RIDER HABITS

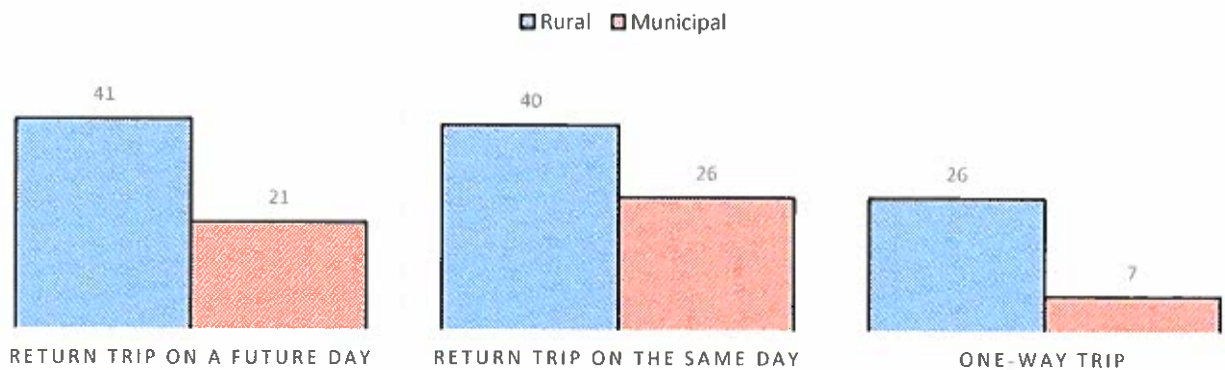


TABLE 6: Age Demographics

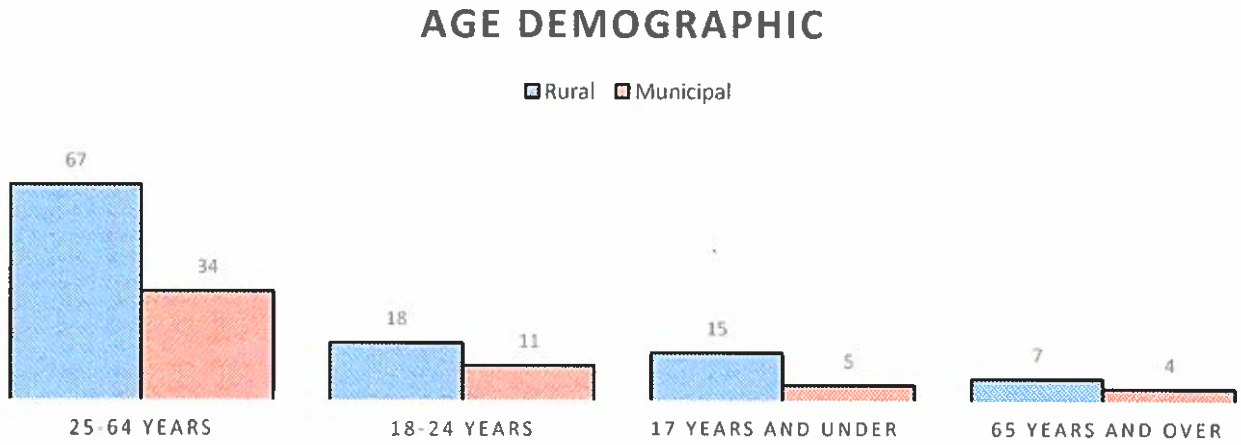


TABLE 7: Reason for Travel

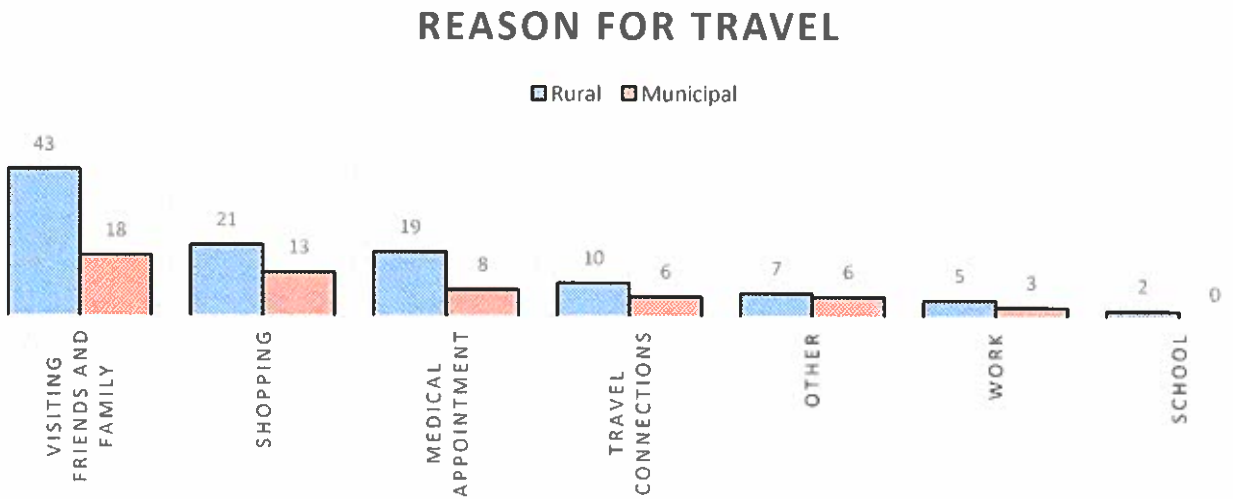


TABLE 8: Participate Suggestions

Suggestions
Requests for: Wifi (9), Larger bus (6), More storage space (3), Bathroom (4), Reserved seats (2)
Please consider a bus from Fort St James to Prince George
Thanks a lot for this bus route. Absolutely fantastic drivers, very professional and friendly. It will be nice if this bus will go more often. 4-5 times a week
The bus should go to Vanderhoof 5 days a week. Now sometimes the bus is full and there isn't another bus.
I am pleased to write that I always love to travel in this service. My request, can you please start on a daily basis and it would be nice if I could connect from the airport in Prince George.
I really enjoyed traveling in the transit bus and I have a request. Is it possible to run the bus on a daily basis so we can go whenever required?
First time using the bus and it was awesome. I wish it went all the way to Fort St James
I have had the pleasure of using the system during the last year. On every occasion the service has been excellent, most notable is the excellent service provided by both drivers. One suggestion, would it be possible to provide local service between Fraser Lake and Burns Lake or Vanderhoof to Burns Lake or Vanderhoof and Prince George
Would like to be able to purchase a bus pass.
Would like bus to run more frequently for work. Also would like to be able to go to PG from Smithers
Bigger budget so bus can travel twice a day. Service is top notch and drivers are very professional
Need two buses a day both days between Vanderhoof and PG
Please consider starting a bus from Houston.
Need bus everyday to PG because people travel everyday and it is a ride you can afford
More days of service, now that we lost greyhound you are all we have.

TABLE 9: Selected Participant Comments

Comments
Comments commending: Bus Drivers (18), Affordability (12), The Service (13)
Very thankful for this service. Great drivers, professional and courteous.
The transit bus is very good transportation and very helpful.
It is nice to have a service that is on time at least 90% of the time and the drivers are good.
The best bus driver. First time on the bus but not my last.
All of the bus drivers are so nice. The bus is nice and warm and the seats are comfortable. Good job
I am impressed with the feasibility for low income families. This is the best ever to happen to us.
Very nice transit system. I travel with my kids all the time.
Very good service. Much needed.
The drivers are friendly, happy and helpful
I really appreciate this important service. Thank you BC Transit
I think we should continue with this bus because I and others don't have to hitch hike. It is a lot safer this way and I really would like to see this continue
Nice service, thank you. I hope it continues because it is very much needed.
This bus has been a blessing to all the people from the north who need to travel Hwy 16. It keeps people off the slippery roads in the winter
The bus driver is amazing with great customer service skills.



## Conclusion

The Rider's Survey conducted in March primarily provided data on the primary residence of the riders using the Bulkley-Nechako Regional Transit Service. Data was also collected on reason for travel, rider frequency, habits, and age demographics. Results showed that of the 164 surveys returned a majority of riders live in rural areas, are between 25-64 years old and are riding the bus to visit friends and family.

This survey will be repeated throughout 2018. The next survey will be administered during the month of July.

18



37, 3RD AVE, PO Box 820  
BURNS LAKE, BC  
VOJ 1E0

REGIONAL DISTRICT  
OF BULKLEY-NECHAKO  
"A WORLD OF OPPORTUNITIES WITHIN OUR REGION"

June 18, 2018

Stellat'en First Nation  
PO Box 760  
Fraser Lake, BC V0J 1S0

Dear Chief Patrick

The Bulkley-Nechako Transit Service has now been operating for one year. From the beginning, this service has proved to be essential, providing a vital link between our communities. We recognize the importance of this service and of its financial contributors. The Regional District of Bulkley-Nechako Board of Directors would like to thank Stellat'en First Nation for annually contributing towards the operating costs of the Bulkley-Nechako Regional Transit Service.

As a financial partner, Stellat'en First Nation is an important part of the Regional Transit Committee and the shared decision making process. Decisions made by the Regional Transit Committee include the approval of additional stop locations, transit service plans, and fare structure. The committee's purpose is to serve as an advisory body to local government and First Nations regarding the transit service.

Thank you for making transit one of your priorities.

Sincerely,

Bill Miller  
Chair, Regional District of Bulkley-Nechako

cc. Sandra Nahornoff, Band Administrator

MUNICIPALITIES:

SMITHERS FORT ST. JAMES  
VANDERHOOF FRASER LAKE  
HOUSTON TELKWA  
BURNS LAKE GRANISLE

ELECTORAL AREAS:

A - SMITHERS RURAL E - FRANCOIS/OOTSA LAKE RURAL  
B - BURNS LAKE RURAL F - VANDERHOOF RURAL  
C - FORT ST. JAMES RURAL G - HOUSTON RURAL  
D - FRASER LAKE RURAL

INQUIRIES@RDBN.BC.CA

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BURNS LAKE, BC  
VOJ 1E0

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REGIONAL DISTRICT  
OF BULKLEY-NECHAKO

"A WORLD OF OPPORTUNITIES WITHIN OUR REGION"

June 18, 2018

Cheslatta Carrier Nation  
PO Box 909  
Burns Lake, BC V0J 1E0

Dear Chief Leween,

The Bulkley-Nechako Transit Service has now been operating for one year. From the beginning, this service has proved to be essential, providing a vital link between our communities. We recognize the importance of this service and of its financial contributors. The Regional District of Bulkley-Nechako Board of Directors would like to thank Cheslatta Carrier Nation for annually contributing towards the operating costs of the Bulkley-Nechako Regional Transit Service.

As a financial partner, Cheslatta Carrier Nation is an important part of the Regional Transit Committee and the shared decision making process. Decisions made by the Regional Transit Committee include the approval of additional stop locations, transit service plans, and fare structure. The committee's purpose is to serve as an advisory body to local government and First Nations regarding the transit service.

Thank you for making transit one of your priorities.

Sincerely,

Bill Miller  
Chair, Regional District of Bulkley-Nechako

cc. Gerald Slater, Director of Operations

MUNICIPALITIES:

SMITHERS FORT ST. JAMES  
VANDERHOOF FRASER LAKE  
HOUSTON TELKWA  
BURNS LAKE GRANISLE

ELECTORAL AREAS:

A - SMITHERS RURAL E - FRANCOIS/OOTSALA LAKE RURAL  
B - BURNS LAKE RURAL F - VANDERHOOF RURAL  
C - FORT ST. JAMES RURAL G - HOUSTON RURAL  
D - FRASER LAKE RURAL

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**REGIONAL DISTRICT**  
of Fraser-Fort George

June 21, 2018

# BOARD HIGHLIGHTS

## JUNE 21 BOARD MEETING HIGHLIGHTS

Annual Regional Cultural Report presented; RDFFG recognized by Emergency Management BC, Update from BC Hydro

### Annual Regional Cultural Report presented

The Annual Regional Cultural Report was presented to the Board. The report captures key information from the eight Regional District-funded cultural sites and covers highlights from the past year. The Cultural Annual Report contains 2017 and 2016 data on visitors, staff, volunteers, and operating budgets. Overall attendance for the eight funded sites was up five per cent over 2016. Total visitation was almost 194,000 with 71 staff and 34 summer students employed, 453 volunteers donating their time and over 8,000 school children visits.

### RDFFG recognized by Emergency Management BC

Representatives from Emergency Management BC were on hand to present a certificate of recognition for the Regional District's support during the 2017 wildfire event. Staff at the Regional District were singled out for supporting the Cariboo Regional District's Emergency Operation Centre, as well as coordinating with local suppliers who were providing goods and services to evacuees.

### Update from BC Hydro

Representatives from BC Hydro presented an update on their Peace to Kelly Lake Capacitors Project. BC Hydro is exploring a number of options to address the demand and capacity of electricity transmission from the Gordon M. Shrum and Peace Canyon generating stations near Hudson's Hope to the Kelly Lake Substation near Clinton. BC Hydro anticipates the project will involve building up to four new capacitor stations – used to maintain system voltage levels and secure system performance – along the six existing 500 kilovolt (kV) transmission lines. Consultation is currently underway to determine the best option for the project.

### Community Grants

The Board approved the following requests for Community and Recreation Grants:

- \$1716 to the Ness Lake Recreation Commission for ice rink pump costs and insurance
- \$7000 to the Salmon Valley Community Association for reflective address signs
- \$735 to the Reid Lake Farmer's Institute for Directors and Officer insurance
- \$8168 to the Miworth Community Association for utilities and snow removal and insurance
- \$8319 to the Pineview Elementary PAC for a speed indicator sign
- \$9444 to the Pineview Recreation Commission for volunteer recognition and Sun Frolics 2018 expenses
- \$1000 to the Pineview Volunteer Firefighter Association for ball tournament expenses
- \$15,000 to the Hixon Volunteer Fire Department for generator installation, computer and improvements

**Community Grants cntd.**

- \$21,000 to the Willow River Recreation Association for community hall completion expenses and utilities and maintenance expenses
  - \$4000 to the Shell-Glen Improvement society for community event promotion and expenses
  - \$1140 to the Bear Lake Recreation Association for insurance
  - \$2000 to the Fraser Headwaters Alliance for trail construction
  - \$1000 to the Robson Valley Arts and Culture Council for "Women of McBride" project
  - \$250 to the Robson Valley Support society for mental health awareness week incentive
- An additional \$1000 grant was issued to support the Regional Transit initiative. ✖

**For further information, please contact**

Renee McCloskey  
Manager of External Relations  
Regional District of Fraser-Fort George  
250-960-4453





**You're  
Approved!**

**Now**

**what?**



## **Community Development Programs:**

- Business Facade Improvement
- Capital Investment Analysis
- Community Foundation Matching Grants
- Community Halls and Recreation Facilities
- Community Revitalization
- Economic Diversification Infrastructure
- Marketing Initiatives

## **Who do I contact?**

Finance Department

Northern Development Initiative Trust

Phone: 250-561-2525

[finance@northerndevelopment.bc.ca](mailto:finance@northerndevelopment.bc.ca)

[www.northerndevelopment.bc.ca](http://www.northerndevelopment.bc.ca)

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## Post-Approval Process for Community Development Projects

### 1. You've been approved

#### How you'll find out

We will contact you by phone, followed by a formal approval letter by mail.

### 2. Sign a contract

\*Not required for Business Façade Improvement or Community Foundation Matching Grants programs.

#### Collect all information

Before you begin your project please ensure the following information is current and has been collected:

- Approval letters that show the additional funding you need for your project has been secured
- A finalized budget with up to date quotes
- A current project timeline that includes a project start date, completion date, and key milestones
- If applicable, a society incorporation document

#### Contact our finance team

Once the items are in order, phone our finance team at 250.561.2525 to draft a funding contract.

#### Sign contract

The contract must be signed by both parties within one year of your approval date. Once the contract has been signed, work can begin on the project and you can begin to incur costs.

### 3. Receiving the money

#### Obtain a project reporting form

Email [finance@northerndevelopment.bc.ca](mailto:finance@northerndevelopment.bc.ca) or call our finance team at 250-561-2525 to have a project reporting form sent to you.

#### Submit reporting

Email complete reporting form and supporting documentation to [finance@northerndevelopment.bc.ca](mailto:finance@northerndevelopment.bc.ca). If you have any questions, give us a call. Don't forget that we reimburse based on the percentage of eligible costs incurred up to the maximum amount. *The percentage and maximum funding are specified in the contract.*

#### We will process your reporting

We will process your reporting and be sure to contact you if we need any additional information.

#### We will send you a cheque

Once our team has reviewed and finalized your report, we will let you know that a cheque is coming your way.

### 4. Keeping us informed

#### We will send you an annual reporting form

Starting the year you receive your final cheque, we will email you a one page annual reporting form that measures the success of your project.

#### Submit completed form

Submit your completed annual reporting form to [finance@northerndevelopment.bc.ca](mailto:finance@northerndevelopment.bc.ca) by the date specified on the form. If you have any questions, give us a call.

#### Reporting duration

The length of time you will need to report is based on the program you accessed:

- Business Façade Improvement: not applicable
- Capital Investment Analysis: 2 years
- Community Foundation Matching Grants: 2 years
- Community Halls and Recreation Facilities: 3 years
- Community Revitalization: not applicable
- Economic Diversification Infrastructure: 5 years
- Marketing Initiatives: 2 years

**Proposed 2018 Marketing Strategy Budget for  
Smithers and District Transit Service**

<b>Marketing Components:</b>	<b>Budget</b>
1 <i>Production and Temporary Placement of 2 Large Billboards just outside of Smithers Advertising the Transit Service</i>	
2 Billboards with Transit tag line	<b>\$6,000</b>
2 <i>Half Page Ads in the Newspaper</i>	
6 ads (once a month for 6 months) with Transit Tag Line	<b>\$4,750</b>
3 <i>Production of Fridge magnets to be handed out to the public with Transit Information</i>	
production of 1000 flat/flexible 2 X 4 in magnets with Smithers and District Transit phone number/website	<b>\$500</b>
4 <i>Direct Mail Marketing</i>	
General Mailout (Flyer) to be distributed to all residents of Bulkley Valley about Transit Services	<b>\$2,850</b>
More specific flyers with detailed Smithers and District Transit information to each community (area) within the Smithers and District Transit region	<b>\$2,850</b>
5 <i>Direct Marketing</i>	
Radio Ads for 6 months \$360/mo - 30 ads a month	<b>\$2,160</b>
6 <i>Production of Signage for Bus Shelters</i>	
Poster Ads for bus shelters with schedules and other information for ALL systems that stop at each Smithers and District Transit shelter	<b>\$1,500</b>
7 <i>Cardstock (about 4 in by 8 in) with Transit Info that can be placed at various locations for public to pick up</i>	
Production of 1000 cardstock sheets	<b>\$850</b>
8 <i>Website updates- information that can be added to each of the Funding Partner's websites</i>	
One Page website production that can be added to each of Telkwa's, Smithers', Regional District's and Witset's websites	<b>\$4,000</b>
9 <i>Contingency</i>	<b>\$540</b>
Total Budget	<b><u>\$26,000</u></b>

<b>Funding of this Program</b>	
<b>Partner Funding</b>	
Town of Smithers	\$9,000
Village of Telkwa	\$2,000
Regional District of Bulkley Nechako	<u>\$2,000</u>
	<b>\$13,000</b>
NDI Funding (Approved)	<b>\$13,000</b>
Total Project funding	<b>\$26,000</b>





## STATEMENT BY GREYHOUND CANADA

### GREYHOUND CANADA TO DOWNSIZE ITS CANADIAN BUSINESS BASED ON A 41% DECLINE IN RIDERSHIP SINCE 2010

#### EFFECTIVE OCTOBER 31, 2018 OPERATIONS WILL DISCONTINUE IN ALL PROVINCES EXCEPT ONTARIO AND QUEBEC, CANADA-US ROUTES WILL CONTINUE

**TORONTO, Ontario** (July 9, 2018) -- Greyhound Canada has taken the difficult decision to downsize its operations. The company has notified all proper authorities of its intention to discontinue service – both passenger and freight -- effective October 31, 2018 in the provinces of Alberta, Saskatchewan and Manitoba. In British Columbia, all routes will cease except for Vancouver to Seattle, which is operated by Greyhound Lines, Inc. (USA) and BoltBus.

All routes in Ontario and Quebec will continue unchanged, aside from the Trans-Canada service west of Sudbury in northern Ontario, which we will exit.

Greyhound Canada will continue to serve the following corridors:

- Toronto-Ottawa-Montreal-New York
- Toronto-Niagara Falls-Buffalo-New York
- Toronto-London-Windsor-Detroit
- Toronto-Barrie, Toronto-Guelph/Kitchener/Cambridge, and all other southern Ontario services.

Customers can find additional information by visiting [www.greyhound.ca](http://www.greyhound.ca) or calling 1-800-661-8747.

#### Decision Rationale

This decision is regrettable and is due to a challenging transportation environment that is characterized by declining ridership in rural communities; increased competition from subsidized national and inter-regional passenger transportation services; the new entry of ultra-low-cost carriers; regulatory constraints, and increased car travel. Greyhound envisions that these changes will result in a viable, sustainable business on the remaining routes.

Greyhound Canada had taken a range of cost reduction steps over the last few years, including frequency adjustments to route schedules and other efficiency measures. Unfortunately, these actions were insufficient and the downward trajectory continued.

*"It is with a heavy heart that we announce these service impacts for the end of October. We understand that these route changes are difficult for our customers. Despite best efforts over several years, ridership has dropped nearly 41% across the country since 2010 within a changing and increasingly challenging transportation environment. Simply put, we can no longer operate unsustainable routes.*

*"We are committed to keeping customers informed and will continue to provide fair and open communications to ensure that adequate notice is given."*

-Stuart Kendrick, Senior Vice President, Greyhound Canada.



### **Business as Usual Until October 31, 2018**

Important to note: it is business as usual until October 31, 2018 — Greyhound Canada’s operations will continue during the summer period and beyond Thanksgiving.

### **Route Changes and Route Retention**

Effective October 31, 2018 the route information is as follows:

- British Columbia – discontinue all routes. Note: Service between Vancouver and Seattle, which is operated by Greyhound Lines, Inc. (USA) and BoltBus, is unaffected.
- Alberta – discontinue all routes
- Saskatchewan – discontinue all routes
- Manitoba – discontinue all routes
- Ontario - In Ontario, we will operate substantially as we do today in the southern and eastern regions of the province with no changes in the Toronto and Ottawa areas. There will be changes in the northern part of the province. Service will be discontinued on the Trans-Canada Highway, west of Sudbury. Greyhound Canada will continue to operate in southern Ontario (*click [here](#) to view Southern Ontario map*).
- Quebec - In Quebec there are no changes, with service between Ottawa and Montreal unaffected. Service between Montreal and New York that is operated by Greyhound Lines, Inc. (USA) is also unaffected.

Greyhound Canada is continuing its discussions with provincial and federal governments about the importance of government investments in rural connectivity.

### **CONTACT:**

Route change information is available at [greyhoundcanada.ca](http://greyhoundcanada.ca).

#### **Ontario and Quebec:**

Melanie Paradis | Tel: (416) 399-7400 | [Melanie.Paradis@mcmillanvantage.com](mailto:Melanie.Paradis@mcmillanvantage.com)

Wendy Cumming | Tel: (613) 619-4555 | [wendy@blueprintpr.ca](mailto:wendy@blueprintpr.ca)

#### **British Columbia, Alberta, Manitoba, Saskatchewan:**

Veronica Rivas | Tel: (778) 996-2845 | [vrivas@blueprintpr.ca](mailto:vrivas@blueprintpr.ca)

[www.greyhound.ca](http://www.greyhound.ca)

Customer information: 1-800-661-8747

Follow us on Twitter at [www.twitter.com/GreyhoundBus](http://www.twitter.com/GreyhoundBus)

Facebook: [www.facebook.com/GreyhoundBus](http://www.facebook.com/GreyhoundBus)



**CivicInfo BC Survey:**  
**Local Government Representative and CAO**

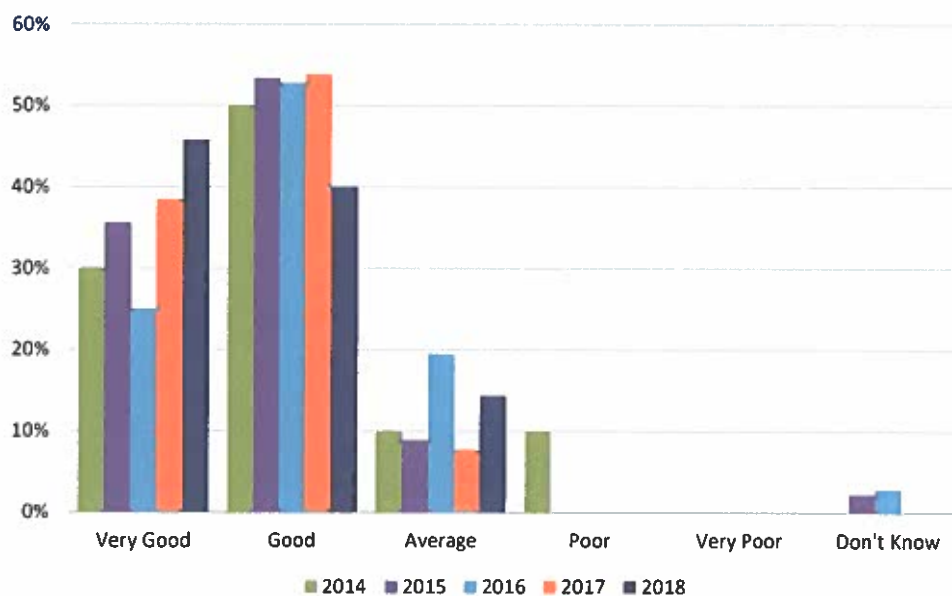
MAY 2018

## Highlights – Local Government Staff

- Rating of the service they received from BC Transit this year:
  - » 86% responded good or very good, compared to 92% last year
  - » Weighted average same as last year at 4.31
  - » This is the highest ranking since the survey started (2012)
- 35 respondents this year, last year 26
- Many categories showed strong scores and improvements over recent years, while 4 categories achieved record high scores:
  - » Provision of fare media
  - » Support for fare structure and revenue development
  - » Management of agreements and contracts
  - » Transit system performance monitoring



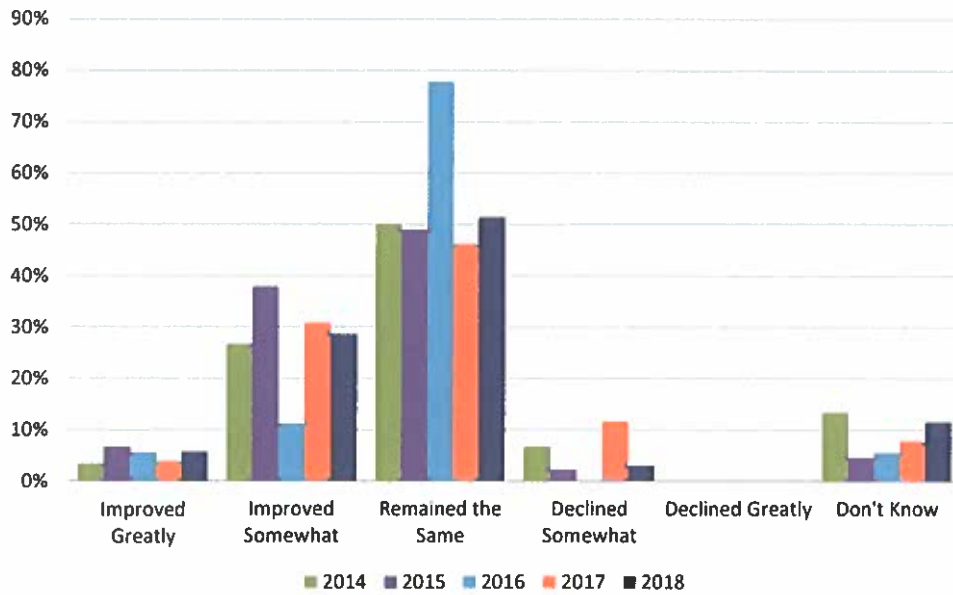
## Overall how could you rate the service you have received from BC Transit staff over the past year?



Average Ranking Out of 5

Year	2014	2015	2016	2017	2018
Average Ranking	4.00	4.27	4.06	4.31	4.31

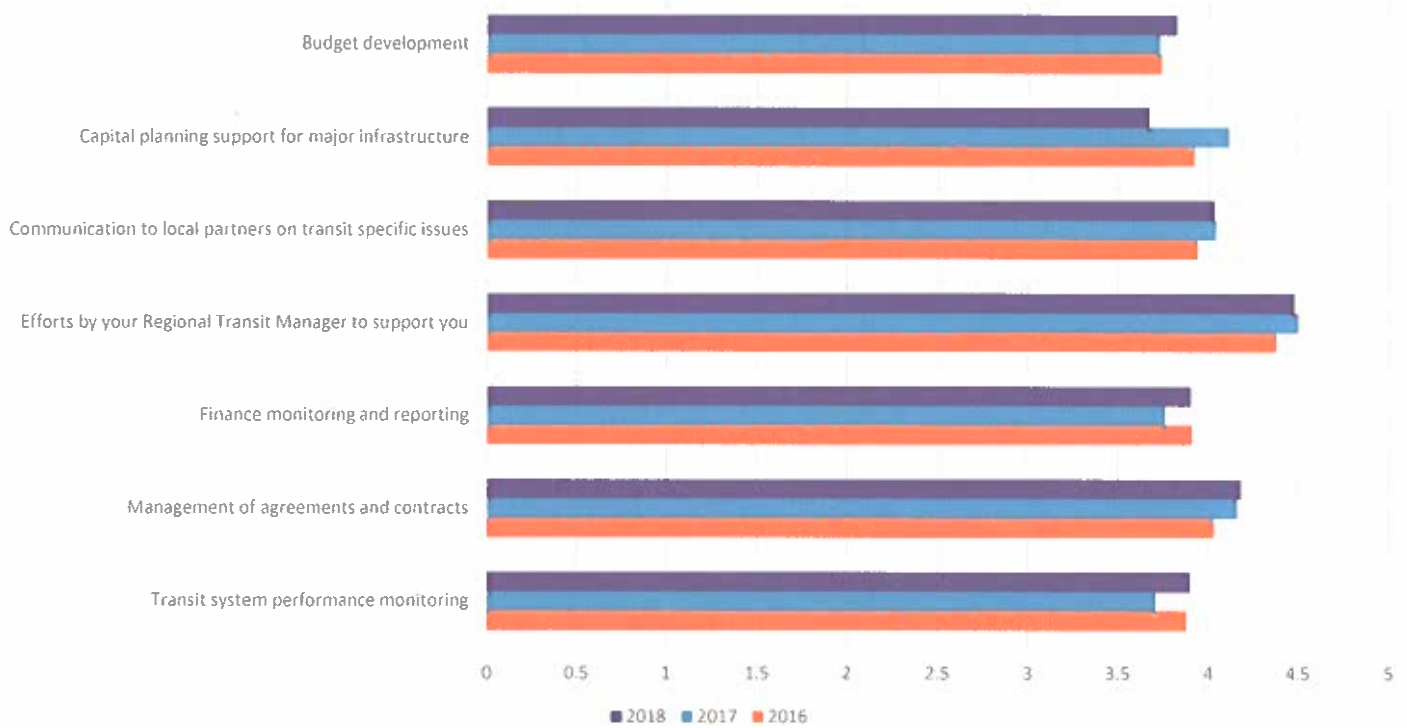
## How would you compare this year's service to the service you received last year?



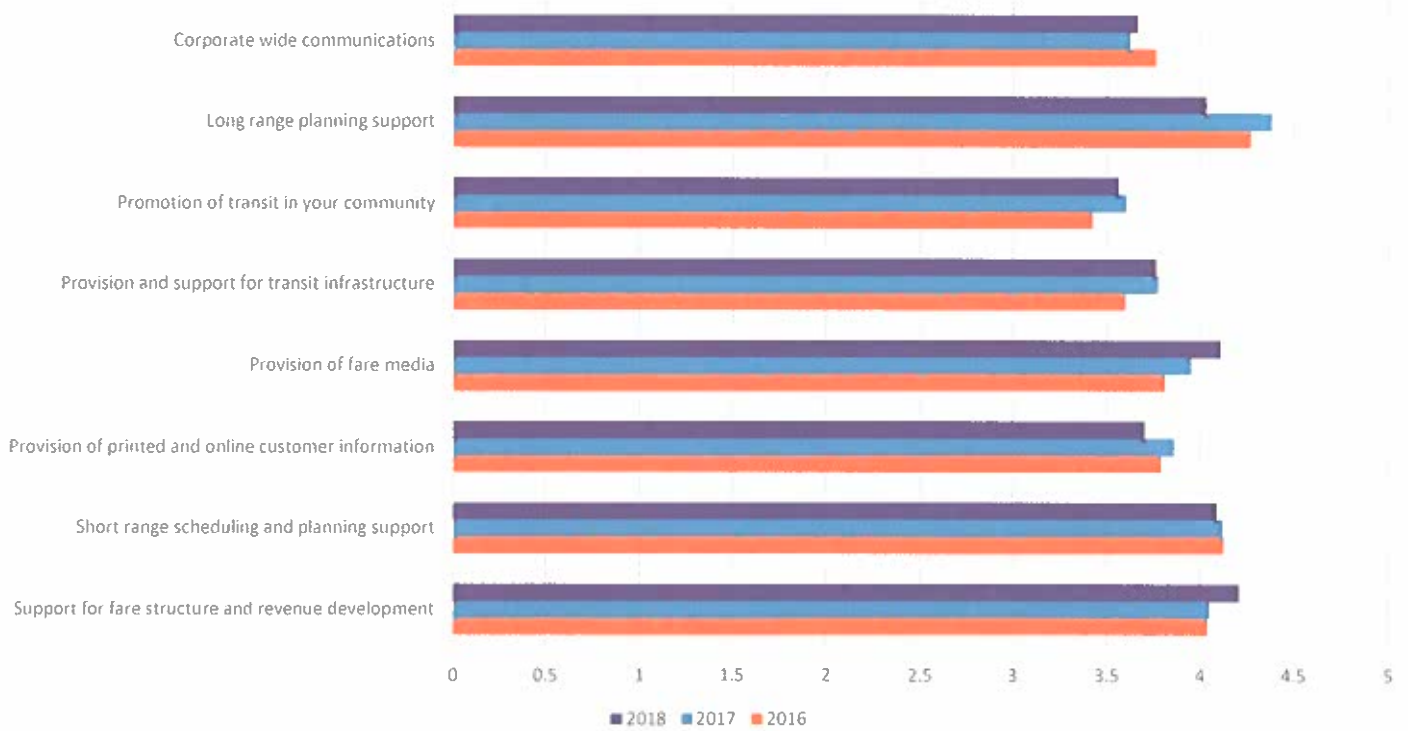
Average Ranking Out of 5

Year	2014	2015	2016	2017	2018
Average Ranking	3.31	3.51	3.24	3.29	3.42

## Category Ratings: Finance / Asset Management / Operations



## Category Ratings: Business Development





## What specific changes would you recommend to improve the level of service?

- BC Transit Senior Staff should visit City Council, public meeting once a year in every partner community. This would cement the senior relationship with my elected officials. I believe this would reduce the frequency of public miss-understandings.
- None I can think of.
- More presentations to and interaction with Council
- Increase staff salaries so they are attractive in the market, which should help reduce staff turnover. The turnover of staff is the single biggest impediment to excellence at BC Transit. Transit is a complex business, and running it across the Province in 80+ locations only makes it more so. BC Transit has great people; it is necessary to have them develop depth by remaining over the long-haul.
- Provision for more regular service and more frequent contact about future service upgrades.
- Have marketing templates directed at a range of users and transit priorities
- Prior to any major updates to system; have the proper signage and notices ready to go well in advance of the implementation date.
- Staff workloads seem quite high, particularly with lots of expansions happening.
- We have a great working relationship with BC Transit, and only need it to continue as is.



## What specific changes would you recommend to improve the level of service?

- A reoccurring request by the District is for BC Transit to better align their budget reporting to that of the municipality's budget reporting. Also, while our transit system is considered a shared service between two cities, some elected officials and corporate administration staff have noted that there appears to be more consideration given to one city over the other with respect to political promotional opportunities.
- Timely budget information.
- More transparency on passenger count information.
- Less turnover of key staff...some consistency of service
- BC Transit should increase their staffing levels to provide us with good and timely support. This seems to be a struggle....there is lots to do and not enough people to do it.
- Re: Corporate communications - media has been very helpful with local media activity but from a corporate wide aspect there seems to be lacking upfront info: ie corporate fleet initiatives - driver safety door roll out initiative was not communicated to regions, and we found out through a press release yet we will be required to fund when implemented, and with so many staff changes it would be vey helpful to receive an updated BC Transit ORG chart.
- Re: planning and scheduling - seems there is a constant BCT staff turn over and less capacity to assist with ridership data collection.

## What specific changes would you recommend to improve the level of service?

- Re: budgeting - each year there is a lack of detailed information provided from the outset to support the year over year changes. However, when asked to supply the details or to meet to discuss the info is then made available.
- No recommendations. Keep up the good work.
- quicker delivery of new programs. Some ideas and programs seem to look at "re-inventing the wheel" (for example on-board technologies - that are used in many other locations around north america..) - learn from others rather than developing, testing and slow implementation of new technologies.
- Electronic invoicing and payments.
- Our new regional transit manager seems to have a better grasp of local government timelines than the last one did. The last Regional manager was very unwilling to consider simple schedule changes and blocked them for half a year with excuses about consultation. When finally pushed the schedule changes were made effective with almost none of the trumpeted consultation happening, leading me to believe the earlier response was one of not considering the change or not trying to understand ridership in one municipality over another. In the recent RFP process there was a lot of "pushback" from transit about local government involvement prior to the RFP session leading the partners to wonder why we were even bothering trying to give feedback. Until the RFP process was actually underway we were pretty certain our input was only token. During the RFP process we began to believe our insights were being considered.



## What specific changes would you recommend to improve the level of service?

- Generally happy. staff are very responsive to concerns, although finding solutions to some issues are challenging as they reflect technology limitations. Would want BC Transit to move more quickly toward improving technology to monitor services (ridership, revenues, revenue splits etc)
- Bus stop at the YPR airport.
- We have generally had great interaction with BC Transit related to routing, response to queries or questions (say during our speed study work), locations and development of shelters, and responses to citizen concerns and issues. We had one project where there was a slip-up in terms of communications, but the resolution was professional and quick. So, from my perspective, no specific changes required.



## Highlights – CAO Survey

Survey Year	Number of Respondents	Respondents disclosing contact info
2014	35	28
2015	27	21
2016	24	15
2017	22	19
2018	26	22



## Does BC Transit make itself available to your staff to respond to your questions?

26 x Yes (9 with comments), 0 x No, 0 x N/A

- Yes on a regular basis
- Yes, absolutely. We feel that BC Transit is available when we have questions.
- Yes, they have been helpful whenever we have had to contact them. They willingly attend or teleconference into the Transit committee meetings in addition to the unplanned contact times.
- Yes, they have been trying to meet are requirements
- Yes. The BC Transit Regional Transit Manager and Senior Planner are doing well in being responsive to requests for information, etc.
- Yes, always available.
- Yes, they are very responsive.
- yes, very much so and they have demonstrated a willingness to patiently explain all aspects of the service to our elected officials as well. They are very responsive to our staff demands and inquiries.
- Yes. We are able to contact them and they respond almost immediately



## Does BC Transit make itself available to your Council or Board to respond to their questions?

25 x Yes (11 with comments), 0 x No, 1 x N/A

- Yes. They schedule appearance to Council meeting at least twice a year
- Yes. Both the RTM and the planner are great.
- When required.
- Yes they have offered to attend Council meetings to provide updates and information.
- We haven't had very much demand for this from our Council. They seem satisfied with the contact through committee meetings and at conferences. The level of support is certainly adequate to meet the demand.
- They have kept their comments to Council to meet on a regular basis.
- Yes. Our in-house expertise is at a level where BC Transit staff are mainly required in a support role. BC Transit staff are doing well in their availability.



## Does BC Transit make itself available to your Council or Board to respond to their questions? (cont.)

- I believe they would if requested
- Yes, when asked to appear before Council for updates, they are available in a very reasonable time.
- Yes, as indicated above, they have actually attended evening council sessions where they went through various possible service delivery options including fares, routes and fleet in a way that left council much more informed.
- Yes and BC Transit staff attend all Transit Committee bi-monthly meetings.





## Has BC Transit made itself available to provide assistance during your budget process?

- 20 x Yes (10 with comments) , 2 x No, 4 x N/A (4 with comments)

### Yes

- Yes. Budgetary impact of BC Transit service is communicated and discussed with District staff
- Yes, however budgets are still late for the local government cycle.
- Yes, for service changes.
- Yes, they provide an appropriate level of support to be able to develop the annual budget, as well as information for any service adjustments throughout the year.
- Yes. Again, our level of in-house expertise means required assistance from BC Transit staff is minimized. BC Transit staff are doing well in their availability.
- Yes, very responsive.
- Yes, we have had valuable input from them in this regard.
- Yes. Our BC Transit representatives have been very good at providing assistance as we move forward with our budgeting process.
- Yes, by working with our transit staff.
- Yes, but not this year; we did not need their in-person assistance this year. But they have supplied us with information relative to the cost changes affected by service delivery alterations.



## Has BC Transit made itself available to provide assistance during your budget process? (cont.)

No

- No, but we are working on a road upgrade together, which may feed into the budget process next year.

N/A

- I don't believe it's been necessary but our communications with BC Transit are excellent currently.
- Not asked to.
- not that I am aware of
- not required



## What other efforts could we undertake to make your discussions with Council or Board easier?

- Schedule annual consultations with council and for budgeting purposes.
- Nothing I can think of.
- A quarterly staff to staff meeting would be very useful
- Provide FAQ's to Council regarding the transit service. i.e. "Why do you use large buses when residents see empty buses going by all of the time?"
- No, I think the current level is appropriate.
- nothing identified at this time
- BC Transit's current efforts are satisfactory.
- Look at the long term planning, with the intension of increasing the budget to 5 years (similar to a City budget) and update Council so that they may evaluate increasing or decreasing services based on data provided by BC Transit.
- Our in-house expertise is at the level that we typically only require BC Transit in a support capacity, vs. a leadership one.
- BCT RTM always makes themselves available for this, so working well.
- Scheduling annual updates on a more regular schedule. The municipality should also play a role in coordinating.



## What other efforts could we undertake to make your discussions with Council or Board easier? (cont.)

- for Council it perhaps would be useful if BC Transit took a proactive approach to engaging on an annual basis with Council. Council would benefit hearing information directly from BC Transit staff that via council Staff or elected officials more directly involved
- All possible and reasonable efforts have been made, the service is excellent.
- Nothing specific comes to mind.
- Proactive updates more ad hoc. For example, when services such as the technology for the buses is not on schedule for delivery, BC Transit should come to Council as that is occurring and not explain it when asked by Council first.
- No required change
- More regular efforts toward finding cost savings and improving performance/ridership. Also more efforts to increasing revenue, in particular from transit advertising.
- Better public education on the Transit Futures Plan
- already good
- We have great service from BC T staff at this time.
- Annual check-ins.



## Do you have other suggestions that would enable BC Transit to improve its communications with you?

- Our Senior Regional Transit Manager is great however we are not happy with the general direction of the Regional Transit Managers.
- Provide a presentation to Council on an annual or bi-annual basis that outlines the services provided by BC Transit.
- No - please pass along that I really appreciate all that they do.
- communicate more, could have been notified sooner (eg operators notice for standees went out in october and we were notified in December) and broader information supplied, as a new service we don't know what may be taken for granted with other services
- The annual BC Transit Workshop is being utilized as the main way to roll out new initiatives and policies e.g., introduction of Standardized Lease Fees. Local government level of investment and level of staff expertise varies across the systems. Rolling out new initiatives at a workshop creates a one vote per system approval model. A weighted approval model is more appropriate. The Workshop may be better suited to communicating project or policy change updates vs. seeking concurrence on new proposals.
- Transparency is very important. Significant changes should be an inclusive and transparent process i.e., involving the local government in decision making.
- BC Transit communication is often seen as a one way broadcast. More emphasis on a collaborative, partnership based approach is required.



## Do you have other suggestions that would enable BC Transit to improve its communications with you? (cont.)

- Having one point of contact through the Regional Transit Manager has been very helpful, to facilitate or direct any question within BC Transit appropriately. This needs to remain as it works so well. My only concern that comes to mind is better communication on how any capital projects for federal funding was selected (i.e. was a quick turn around with minimal input from LG as to what its' priorities were).
- No, we are very satisfied.
- BC Transits communication has never been an issue. We are satisfied with the communication.
- No. Accessible and supportive as needed.
- already good
- None at this time
- Just keep the communication lines open.



## What is your perceived value of the BC Transit shared services model?

- An expansion of service to nearby community has enabled commuters to utilize transit exclusively, and so the perceived value has recently increased.
- Highly valuable
- High
- It has improved over the last decade however there still can improvements made in fleet, RTM's and budgeting.
- Very good.
- I think it's a great model. It provides the local government adequate control over the service level and budget, while still providing significant funding and all the supports such as planning, agreements, etc
- to be further evaluated as service proceeds; so far providing safe and affordable transportation options for economically challenged and/or vulnerable populations. Cost is not borne by beneficiary as intended in scope of Regional District legislation.
- Would like to see a different model for smaller and for rural communities, where smaller budgets make the current cost sharing model difficult to fund.
- I perceive the shared services model to be a good value.
- It is a good model and we are very satisfied both at a staff level and at the level of elected officials.
- We see the BC Transit shared service model as valuable to our community.

## What is your perceived value of the BC Transit shared services model? (cont.)

- There are pros and cons to every model of provincial/municipal participation in transit. The pros of the BC model include relatively generous, ongoing, and mostly predictable funding participation. For many systems, particularly smaller ones, there are economies of scale in cost and expertise that this central control model offers. The challenges or cons include administrative inefficiencies with a central Victoria based model e.g., difficulties in direct operator contract management and direct interaction with municipal staff. More importantly however, the current model severely limits flexibility or agility in local systems to make unique changes or improvements - the current model is a one size fits all, lowest common denominator approach that may work for many of the smaller systems - but which can hold back progressive larger systems. As an example, our community has been ready for mobile fare payment for many years but needs to await BC Transit development of a province wide model and implementation strategy. In a larger context, BC systems are far behind in almost every area. This doesn't mean it is the fault of BC Transit staff, but an unfortunate result of the inflexibility a centralized control model creates.
- Any provincial reviews or audits of BC Transit have been operationally focused. However, a transit delivery model review is required, not an operational review. This should not be seen as a threat to BC Transit, but rather an opportunity to explore other models of transit delivery that may be more efficient and responsive. The transportation world is changing rapidly and our models need to be adjusted appropriately to respond to new challenges and opportunities.
- Very important. As a smaller regional district we do not have a lot of depth and human resources. We rely heavily on you folks to lend us the expertise needed in the area of moving people.





## What is your perceived value of the BC Transit shared services model? (cont. 2)

- The shared services model assists local governments in managing assets (i.e. LGs do not need to manage the assets) with the cost sharing, as opposed to taking on 100% of the capital, maintenance and liability costs of the assets, for a service that needs to be highly subsidized.
- Of course we would like more financial contributions from the Province and/or Federal government for our small remote region that relies heavily to get residents to the large employment hub (for our area) of Whistler. Other forms of funding, such as gas tax, would also assist greatly for regional transit.
- Quite valuable to our community and especially valuable to the residents that require transit services
- Good under the budget constraints
- Please note: we have revised our submission for this last question to - The model value received is generally good but the funding is not adequate to fund the increasing costs of the service, infrastructure and fleet.
- Good, but could always be better. More resources from BC Transit, especially staffing, would be appreciated as they would allow more timely response to requests such as for analysis and service planning.
- Very good. Need to promote and expand.
- Good
- Very high value to the community and one of the best services we deliver





# Customer Satisfaction Tracking Research Annual Report 2017-2018

**April 2018**

Prepared by:  
**NRG Research Group**



Suite 1380-1100 Melville Street  
Vancouver, BC V6E 4A6



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## Background and Objectives

BC Transit is responsible for coordinating the delivery of public transportation throughout British Columbia outside of Metro Vancouver. In partnership with local government, the Corporation's mandate includes planning, administering agreements, marketing, fleet management and contracting for the operations of transit services.

Since April 1998, BC Transit has conducted ongoing research with Victoria residents to measure transit usage and attitudes. In 2009, other BC Transit service areas throughout the province were added to the research. The study is conducted year-round with daily interviewing and data collection, and quarterly and annual reporting.

The primary objectives for the research are:

- ✓ To identify levels and trends of transit use
- ✓ To identify attitudes towards the quality of service indicators
- ✓ To identify market characteristics of transit riders, potential riders, and non-riders
- ✓ To monitor changes in market and attitudes
- ✓ To measure recall of various public transit advertising and promotions

The results of all the regions are presented in this report. Detailed results for each region are provided each quarter to BC Transit (under separate cover).

## Executive Summary

### ***Province-wide, residents in BC Transit's operating areas are aware of BC Transit's responsibility.***

- ❑ Overall in 2017/18, over one-half (56%) of total BC residents are aware that BC Transit operates their local transit services. Awareness of BC Transit's responsibility increased by 3% in comparison to the previous year. Victoria, has the highest awareness level amongst all communities at 76%. Outside of Victoria, Kelowna, Prince George, Comox Valley, and Tier 3 Communities have higher awareness of BC Transit's responsibility compared to other regions (51%, 55%, 52% and 52%, respectively).

### ***Forty-two percent of residents have used the local public bus system in the past year.***

- ❑ Across the entire BC Transit service area, over four-in-ten residents (42%) have taken public transit, with an average of 1.0 one-way public transit trips taken in the past seven days. Four-in-ten (41%) used the system in the past 7 days, 22% rode in the past month and 36% used transit more than a month ago.
- ❑ Whistler's transit usage is the highest amongst all regions, with almost three-quarters (72%) of residents using transit in the past year and an average of 2.0 one-way public transit trips taken in the past 7 days. Victoria has the second highest proportion of transit users in the past year at 64%, and riders average 2.1 one-way trips taken in the past 7 days.
- ❑ Province-wide, over one-half (58%) note they use public transit at 'about the same' level compared to a year ago and over two-in-ten (22%) mention they use it less often.
- ❑ In terms of transit ridership, Cowichan Valley has the highest proportion of non-transit users (81%), followed by Penticton (77%), Comox Valley (73%), Chilliwack (71%), and Campbell River (70%).

## Executive Summary

**Overall, half of users are satisfied with the transit system and note the system has stayed the same compared to a year ago.**

- ❑ Province-wide, 51% of residents give the BC Transit system positive ratings overall (4 or 5 out of 5, where 1 is “extremely poor” and 5 is “excellent”) or an average rating of 3.5 out of 5.
- ❑ Ratings are most positive in terms of courteous drivers (66% rate it 4 or 5 out of 5, average rating 4.0), clean/well-maintained buses (64%, average rating 3.9) and personal safety while riding the bus (64%, average rating 3.9). The areas which could improve are bus stops having enough amenities (36%, average of 3.1 out of 5), frequency of scheduled service (36%, average of 3.2) and buses having good connections with reasonable wait times (38%, average of 3.3).
- ❑ At the provincial level, over six-in-ten (61%) feel the local bus system has stayed the same compared to a year ago and almost three-in-ten (29%) say it has improved.

**Most residents in BC Transit’s operating areas agree that transit is important to their community.**

- ❑ At a total BC level, 87% agree that transit is important to their community (4 or 5 out of 5, average rating is 4.5). Whistler residents rate importance highest (97% say 4 or 5, average rating is 4.8), followed by Victoria (92%, average rating is 4.6), Campbell River (91%, average rating is 4.5), and Tier 3 Communities (88%, average rating is 4.5).

## Executive Summary

### ***Provincially, BC Transit's information online usage and perceived quality remained similar to last year.***

- ❑ Province-wide, in 2017/18, over one-half (57%) of respondents accessed BC Transit's information online (encompassing 'BC Transit website', 'Internet', 'Google maps' and 'Smart phone applications').
- ❑ Of note, over four-in-ten (44%) of Whistler riders used online sources as their primary source of information, while over one-quarter (27%) of Victoria riders referred to the BC Transit website as their primary source.
- ❑ Of those who accessed BC Transit's information online, 6-in-10 (64%, average of 3.7 out of 5) give positive ratings (4 or 5 on a scale of 5) on the quality of online information. Kamloops (75% rating the online information 4 or 5, average rating of 3.9), Chilliwack (70%, average rating 3.8) and Prince George (67% , average rating 3.8) are notably higher than other regions, while Vernon has the lowest proportion of positive ratings (54%, average rating 3.6).
- ❑ Eighteen percent of total BC residents have used BC Transit's Telephone Information Service. Among those who have used it, those in Penticton show the highest positive ratings (75% rating the quality 4 or 5 on a scale of 5, average rating of 4.1 out of 5), while Vernon users again have the lowest proportion of positive ratings (47% rating the telephone information service 4 or 5, average rating 3.4).

### ***Recall of public transit advertising on an unaided basis remains in line with last year.***

- ❑ In 2017/18, less than two-in-ten residents (17%) in BC Transit's service areas recall seeing or hearing advertising or promotions for public transit in the past few months. Advertising recall is slightly higher in Comox Valley (25%), Whistler (24%), Prince George (24%), and Campbell River (23%).
- ❑ Overall, key sources of advertising recall include newspaper (26%), on buses (21%), radio (19%), and television (13%).

## Methodology

- As of April 2016, the goal is to obtain 1,600 survey completions with residents aged 15 and older each quarter via telephone and online surveys. The quarterly and annual sample is stratified as follows:

Region:	Quarterly Sample	Annual Sample
Victoria:	300	1,200
West shore	100	400
Peninsula	100	400
Urban core communities	100	400
Tier 1 and 2 Communities	1,200	4,800
Central Fraser Valley	100	400
Kamloops	100	400
Kelowna	100	400
Nanaimo	100	400
Prince George	100	400
Whistler	100	400
Campbell River	100	400
Chilliwack	100	400
Comox Valley	100	400
Cowichan Valley	100	400
Penticton	100	400
Vernon	100	400
Tier 3 Communities	100	400
Total	1,600	6,400

- To ensure the final sample is an accurate reflection of each community, the data is weighted by community, age and gender to reflect actual population distributions.
- Telephone interviewing is conducted from NRG's supervised telephone facility in Vancouver. Online surveys are deployed to Research Now's online general population research panel.
  - With the change from a solely telephone data collection methodology to a hybrid telephone and online methodology as well as changes to survey questions and the integration of additional Tier 2 communities with increased sample, the 2016/17 results can be considered new benchmark levels for future comparisons.



## Margins of Error

- All random survey results are subject to margins of error. The following table outlines the maximum margins of error for the different sample sizes in the study. It also outlines the difference required in results when making comparisons between two equal sample sizes (i.e. between quarters). For example, when comparing Victoria results between quarters, each with samples of 300, all results that differ by 7.9% or more would be considered statistically significant. Differences less than 7.9% may or may not be statistically significant depending on the level of consensus to the question.

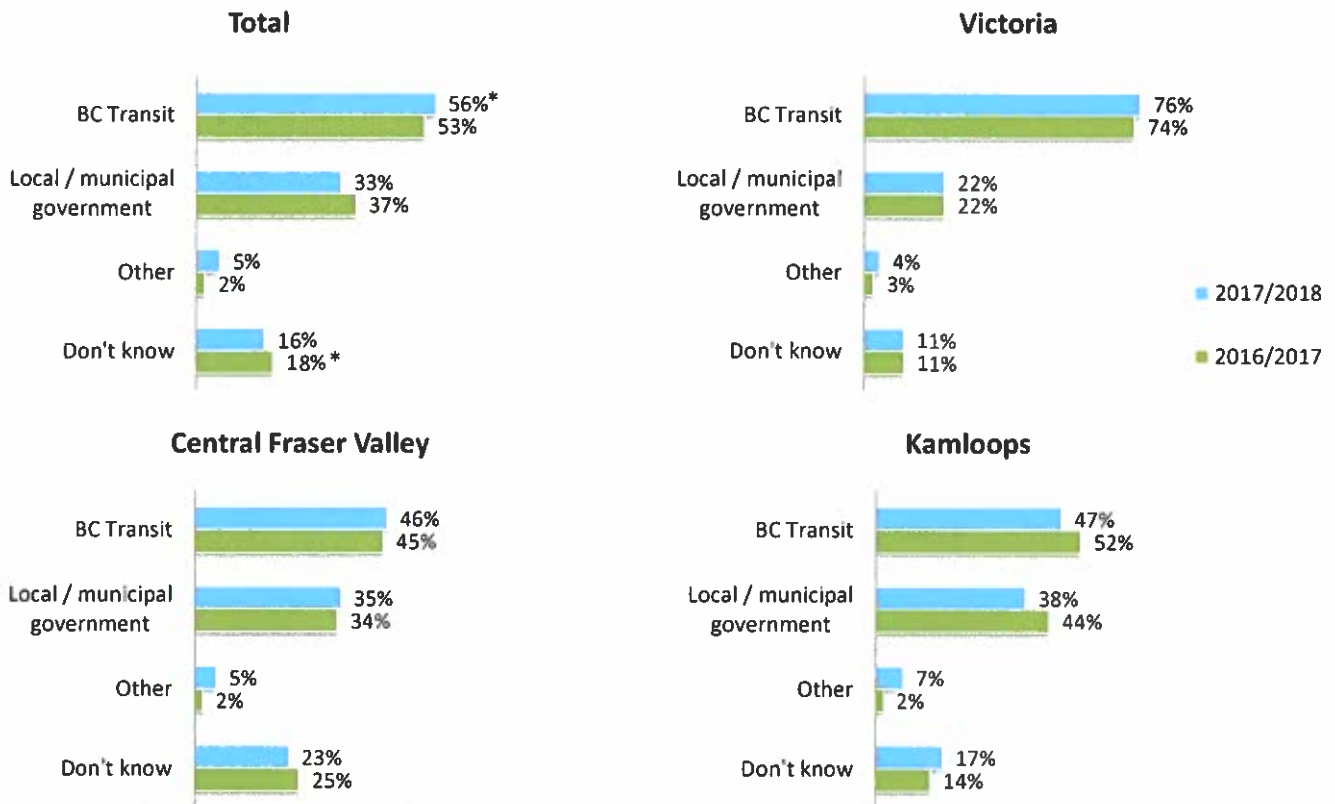
Sub-group	Sample Size	Maximum Margin of Error	Minimum Difference Between 2 Samples to Be Considered Significant
<b>Annual Samples</b>			
Total	6,400	+/-1.2%	1.7%
Victoria	1,200	+/-2.8%	4.0%
Tier 1 and 2 Communities	400	+/-4.9%	6.9%
<b>Quarterly Samples</b>			
Victoria	300	+/-5.7%	7.9%
Tier 1 and 2 Communities	100	+/-9.8%	13.9%
Tier 3 Communities	100	+/-9.8%	13.9%

## Key Findings: Local Transit System Awareness

- Province-wide in 2017/18, over half (56%) of residents in BC Transit's operating regions are aware that BC Transit is responsible for their local transit system. This represents a slight increase in awareness compared to the previous year (53% in 2016/17 vs. 2018). One-third (33%) believe that the local government is responsible and the remainder (16%) do not know who operates it.
- Greater Victoria has the highest level of BC Transit awareness, with three-quarters (76%) aware that BC Transit is responsible for the local transit system, well above all other regions.
- Around half of Kelowna, Prince George, Comox Valley, and Tier 3 Communities residents are aware that BC Transit is responsible for their local transit system (51%, 55%, 52% and 52% respectively), while residents in the remaining communities have awareness levels of 45% on average.
- The proportion of residents who believe their transit system is operated by the local/municipal government is highest in Nanaimo (48%), while Vernon (25%), Central Fraser Valley (23%), Cowichan Valley (20%), and Campbell River (20%) have the highest proportions who say they don't know.

## Local Transit System Awareness

### Responsibility for Local Transit System (Multiple Responses Allowed)



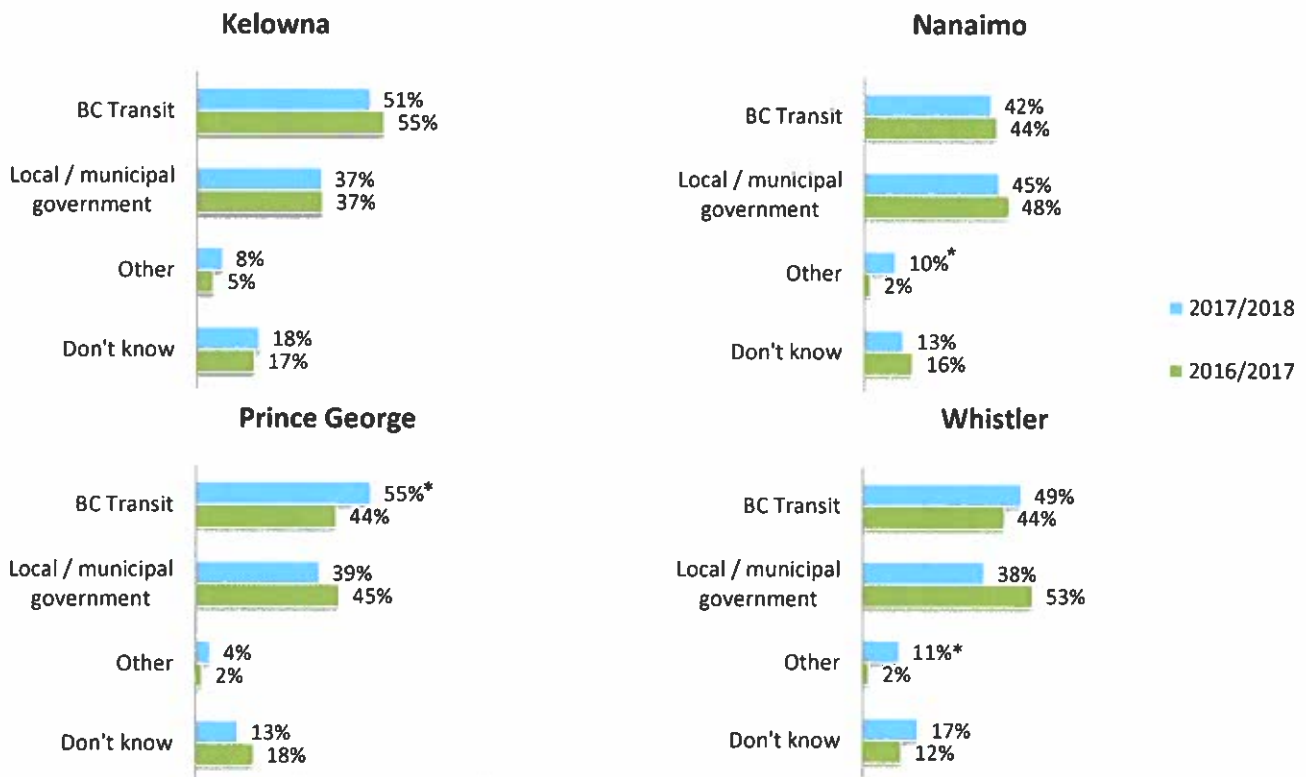
Q1. Can you please tell me who is responsible for your local transit system?

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400.  
Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400.

\* - statistically significant difference at 95% level

## Local Transit System Awareness

### Responsibility for Local Transit System (Multiple Responses Allowed)



Q1. Can you please tell me who is responsible for your local transit system?

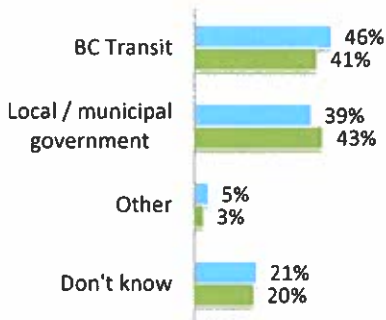
Annual Base 2017/2018: Total=6,379; Kelowna=400; Nanaimo=413; Prince George=402; Whistler=393.  
 Annual Base 2016/2017: Total=6,365; Kelowna=400; Nanaimo=404; Prince George=400; Whistler=355.

\* - statistically significant difference at 95% level

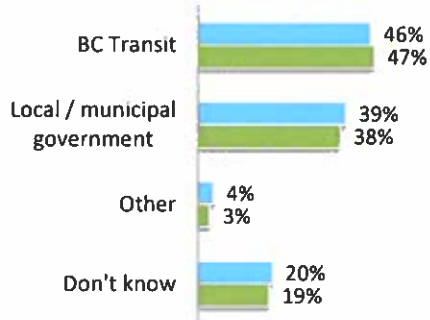
## Local Transit System Awareness

### Responsibility for Local Transit System (Multiple Responses Allowed)

#### Chilliwack Regional

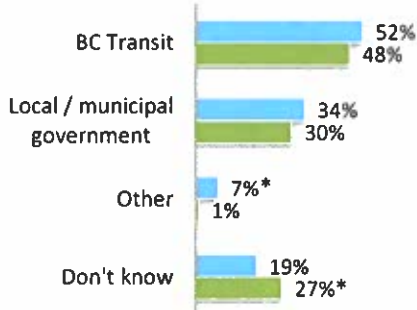


#### Campbell River

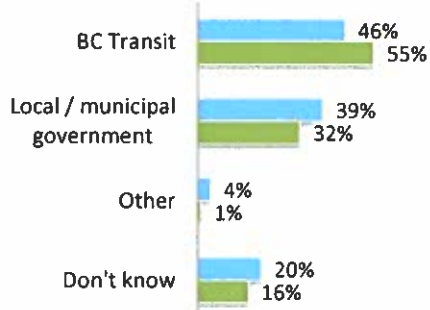


■ 2017/2018

#### Comox Valley



#### Cowichan Valley



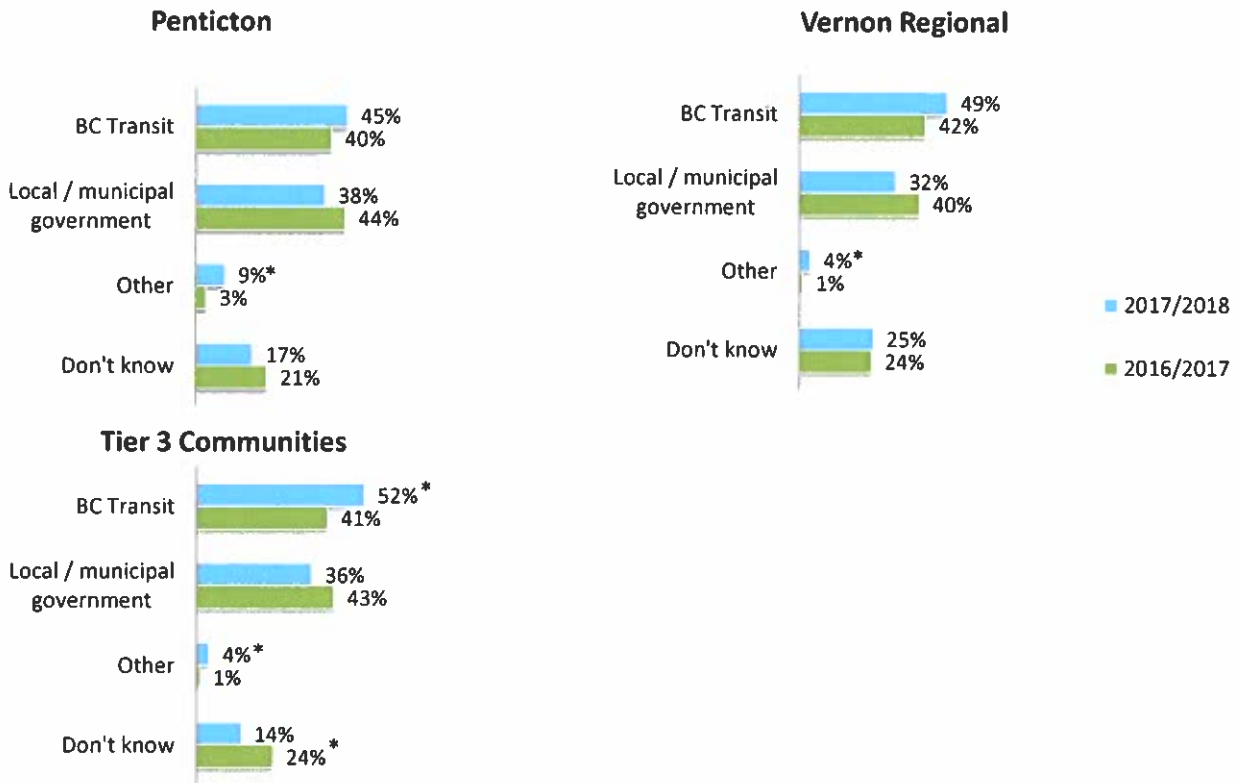
Q1. Can you please tell me who is responsible for your local transit system?

Annual Base 2017/2018: Total=6,379; Chilliwack=400; Campbell River=367; Comox Valley=400; Cowichan Valley=397. \* - statistically significant difference at 95% level  
Annual Base 2016/2017: Total=6,365; Chilliwack=403; Campbell River=400; Comox Valley=400; Cowichan Valley=400.

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## Local Transit System Awareness

### Responsibility for Local Transit System (Multiple Responses Allowed)



Q1. Can you please tell me who is responsible for your local transit system?

Annual Base 2017/2018: Total=6,379, Penticton=400, Vernon=408, Tier 3=400.  
Annual Base 2016/2017: Total=6,365, Penticton=400, Vernon=400, Tier 3=401.

\* - statistically significant difference at 95% level

## Key Findings: Transit Usage

### BC Transit Total System

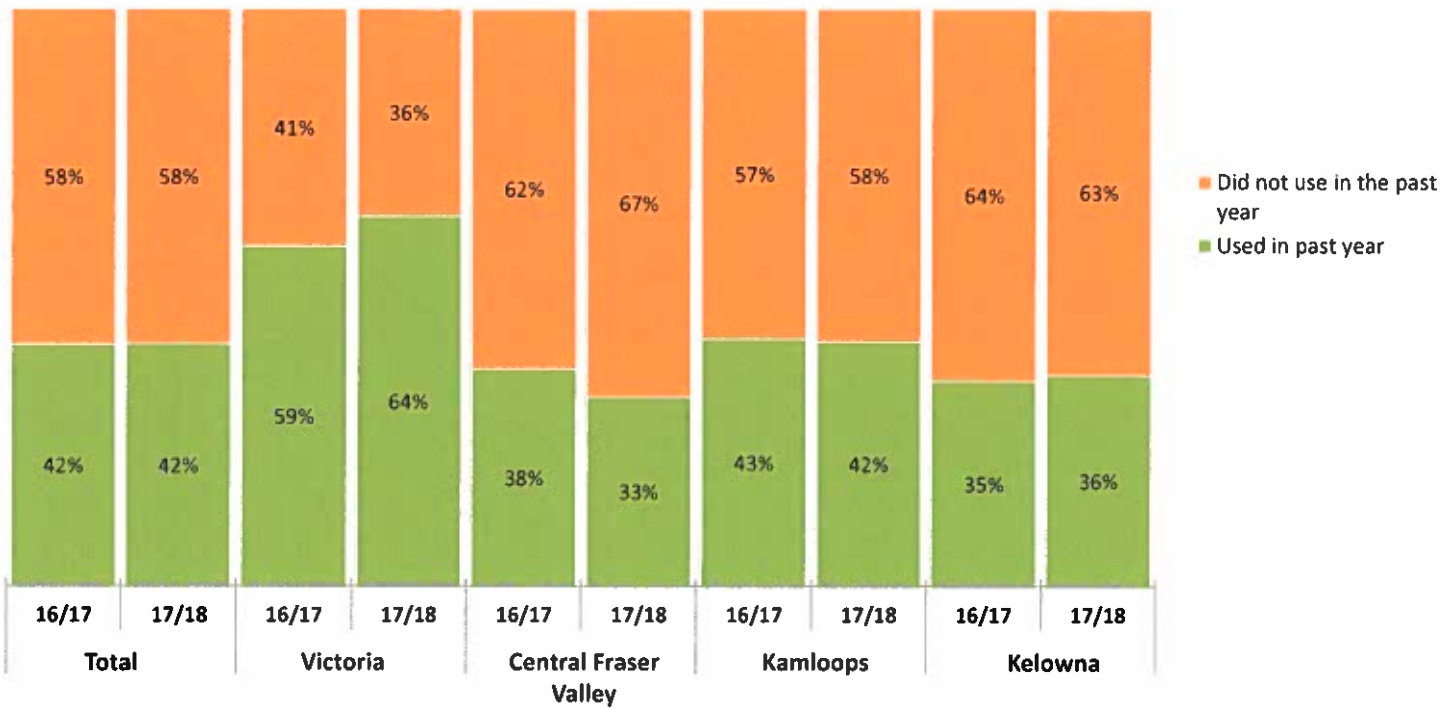
- ❑ Over four-in-ten (42%) residents in BC Transit's operating areas have used their local public bus system in the past year, while more than half (58%) have not used their local transit system. The average number of one-way trips in the past seven days is 1.0. The proportion of heavy users (10+ one-way trips in past week) is at 4%, medium users (4-9 one-way trips in past week) are at 6% and light users (1-3 one-way trips in past week) are at 7%. Occasional riders (not used transit in the past week) are at 25%.
- ❑ Nearly two-in-ten (19%) BC Transit customers used transit 'more often' compared to a year ago, over two-in-ten (22%) use it less often and over half (58%) say their usage is 'about the same'.
- ❑ Province-wide, the overall net loss of ridership is -3% (% of riders using bus system more often subtracted by % using less often). In 2017/18, the regions that have net ridership gains are Penticton (+9%), Kamloops (+6%), Whistler (+4%), and Kelowna (+2%). All other regions have seen a net loss in ridership, notably Nanaimo (-23%), Comox Valley (-22%), Campbell River (-11%) and Chilliwack (-9%).

### Greater Victoria

- ❑ About two-thirds (64%) of Greater Victoria residents used local transit in the past year, with over one-third (36%) indicating they had not used it.
- ❑ Over one-quarter (26%) of Victorians had used local public transit in the past 24 hours and another one-quarter (24%) had used it in the past 7 days.
- ❑ Victoria residents make on average of 2.1 one-way trips per week, with 9% being heavy riders, 12% medium riders and 11% light riders while almost one-third (32%) are occasional riders.
- ❑ Seventeen percent of Victoria transit users indicate they used transit 'more often' compared to a year ago, just under two-in-ten (18%) use it less often, while almost two-thirds (64%) riders say their usage is 'about the same'.

## Transit Usage

### Local Public Bus System Usage



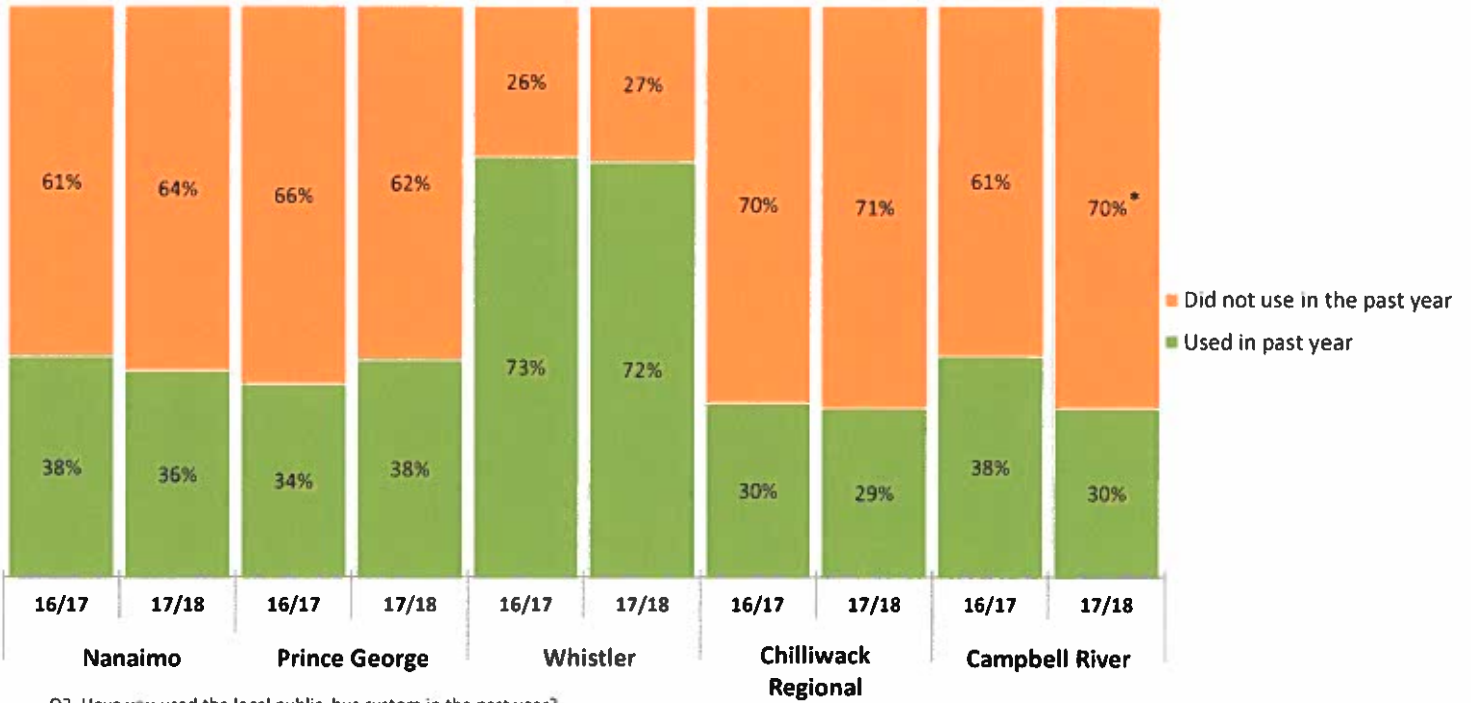
Q3. Have you used the local public bus system in the past year?

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400.  
 Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400.



## Transit Usage

### Local Public Bus System Usage



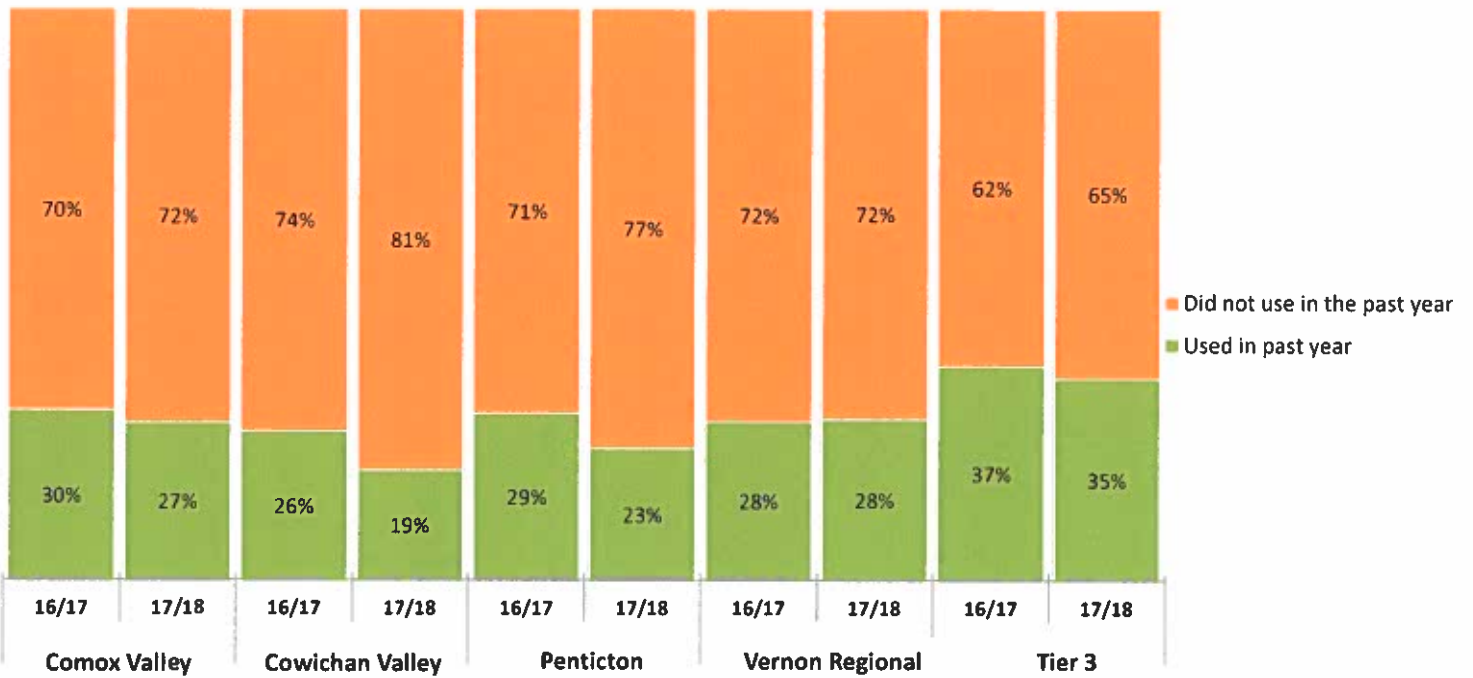
Q3. Have you used the local public bus system in the past year?

Annual Base 2017/2018: Total=6,379, Nanaimo=413; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367.  
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\* - statistically significant difference at 95% level

Transit Usage

Local Public Bus System Usage

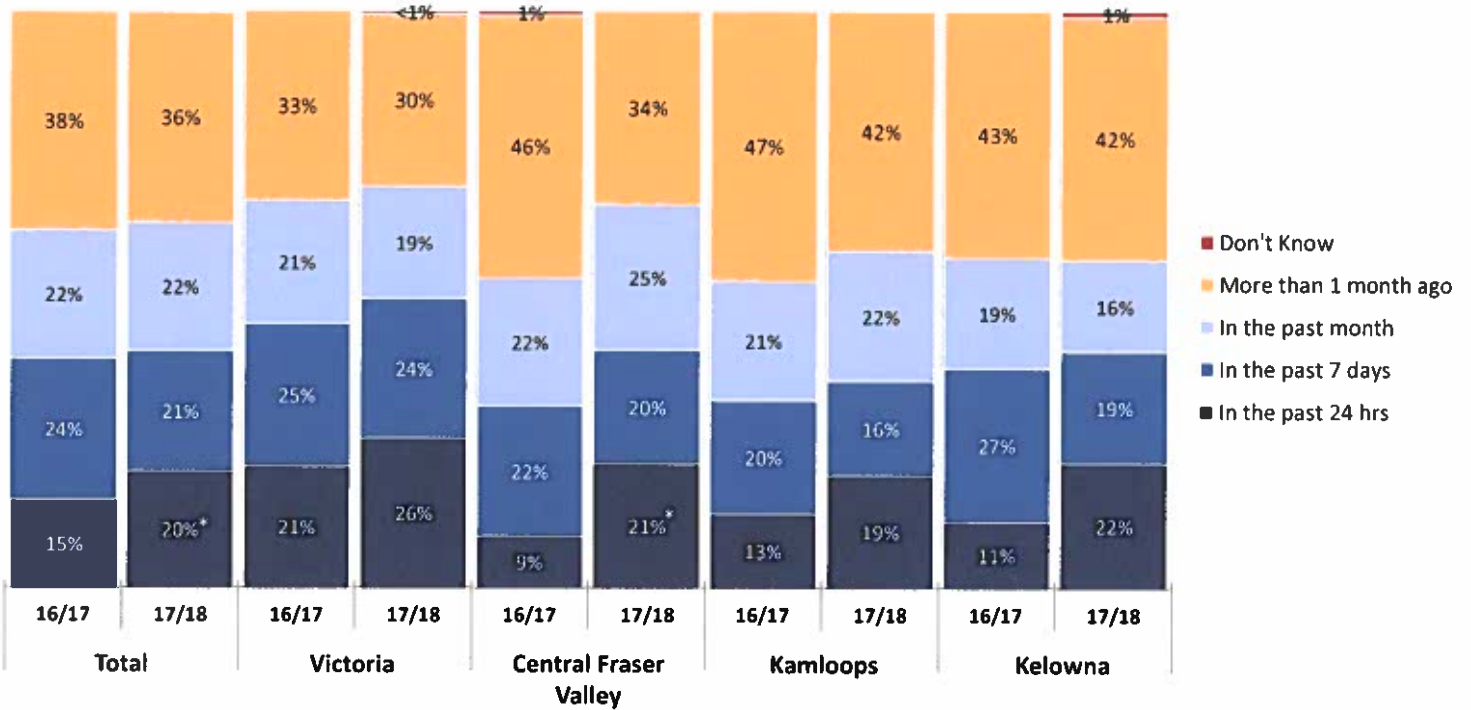


Q3. Have you used the local public bus system in the past year?

Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365; Comox Valley=400; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

## Transit Usage

### Most Recent Local Public Bus System Usage



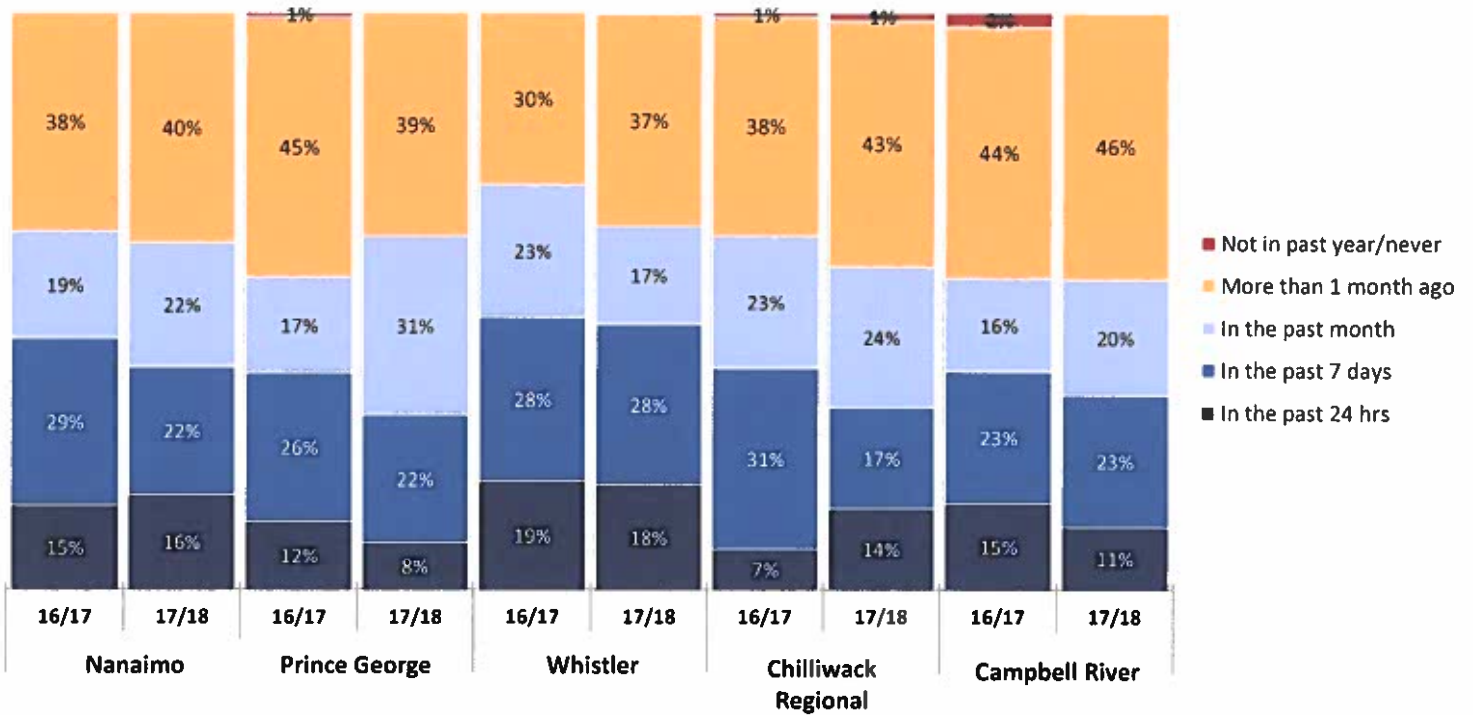
Q4. Did you last use the local public bus system...?

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400.  
 Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400.

\* - statistically significant difference at 95% level

## Transit Usage

### Most Recent Local Public Bus System Usage

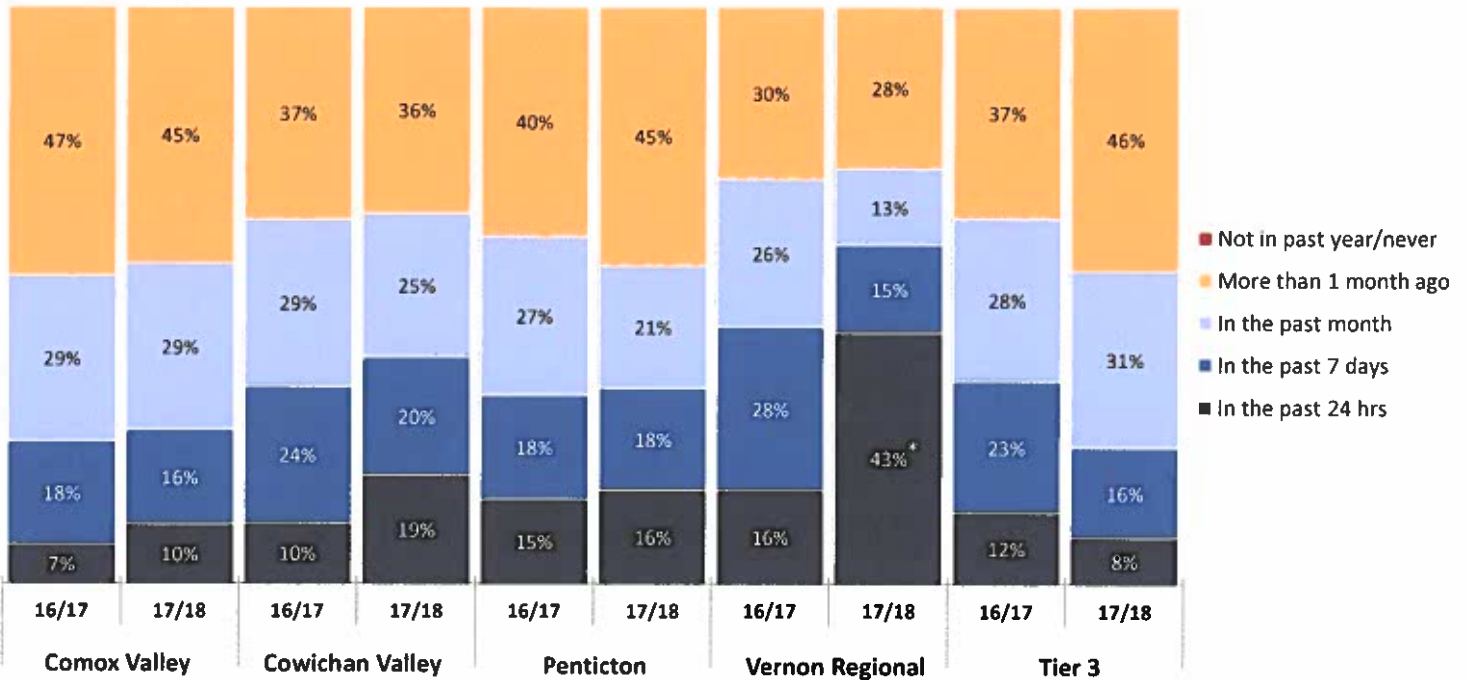


Q4. Did you last use the local public bus system...?

Annual Base 2017/2018: Total=6,379; Nanaimo=413; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367.  
 Annual Base 2016/2017: Total=6,365; Nanaimo=404; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400.

## Transit Usage

### Most Recent Local Public Bus System Usage



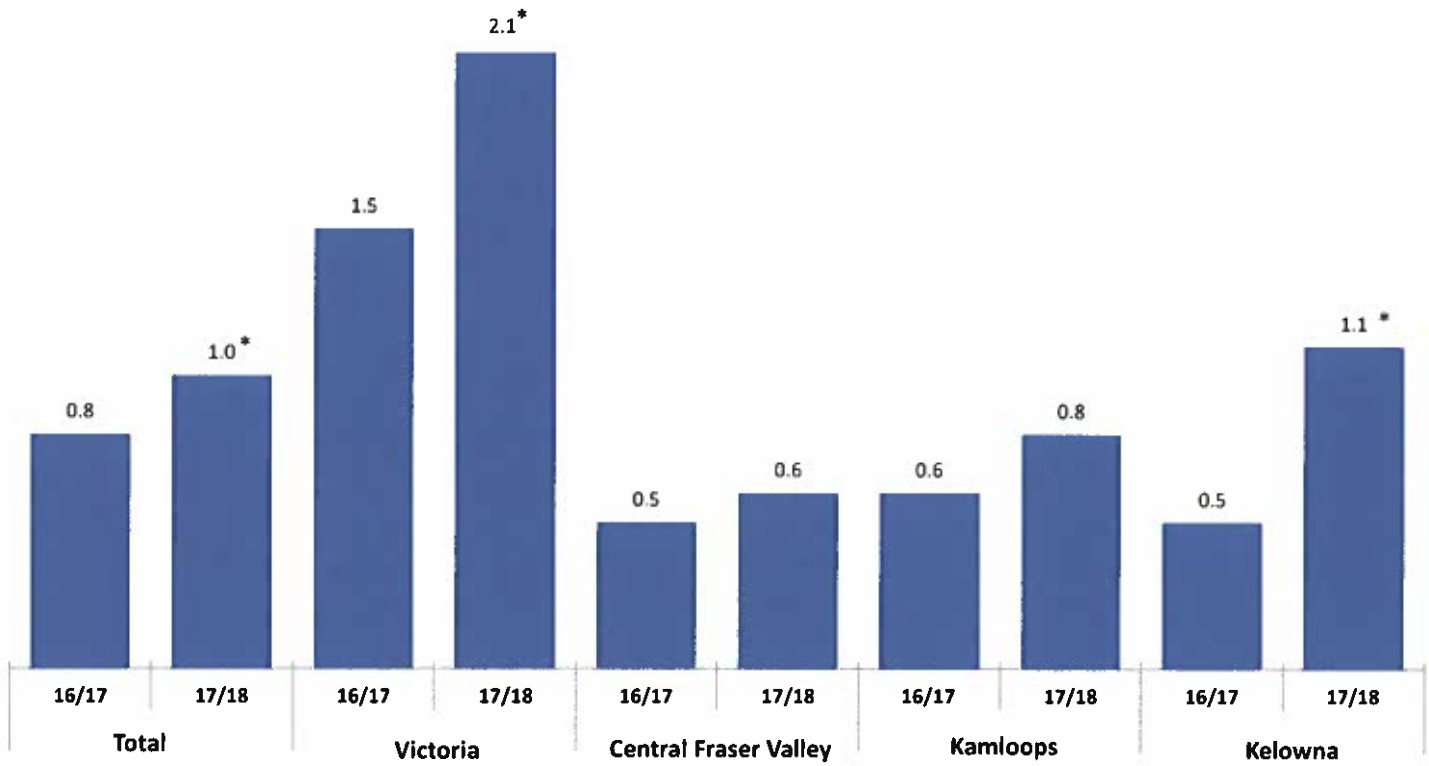
Q4. Did you last use the local public bus system...?

Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365; Comox Valley=400; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

\* - statistically significant difference at 95% level

## Transit Usage

Average Number of One-Way Trips in the Past Seven Days



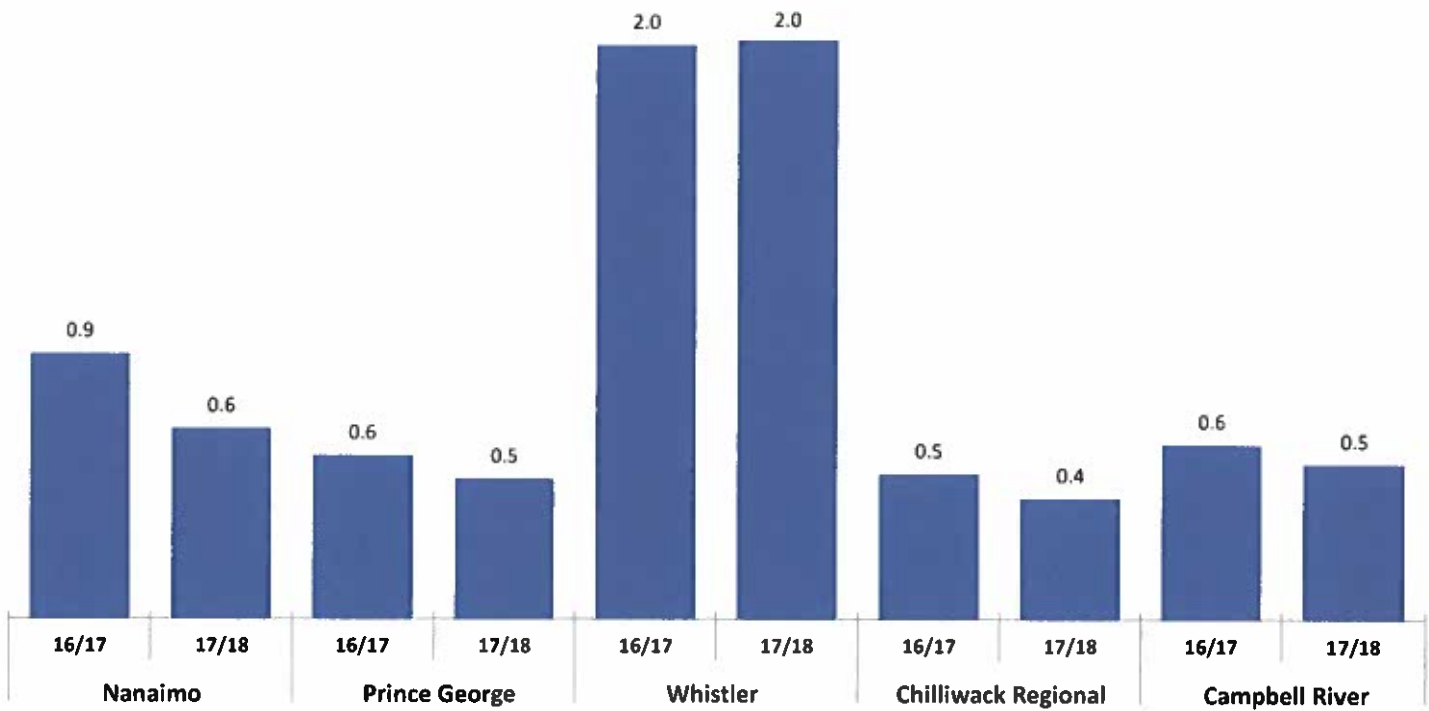
Q5. How many one-way trips did you make on public transit in the past seven days?

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400.  
 Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400.

\* - statistically significant difference at 95% level

Transit Usage

Average Number of One-Way Trips in the Past Seven Days

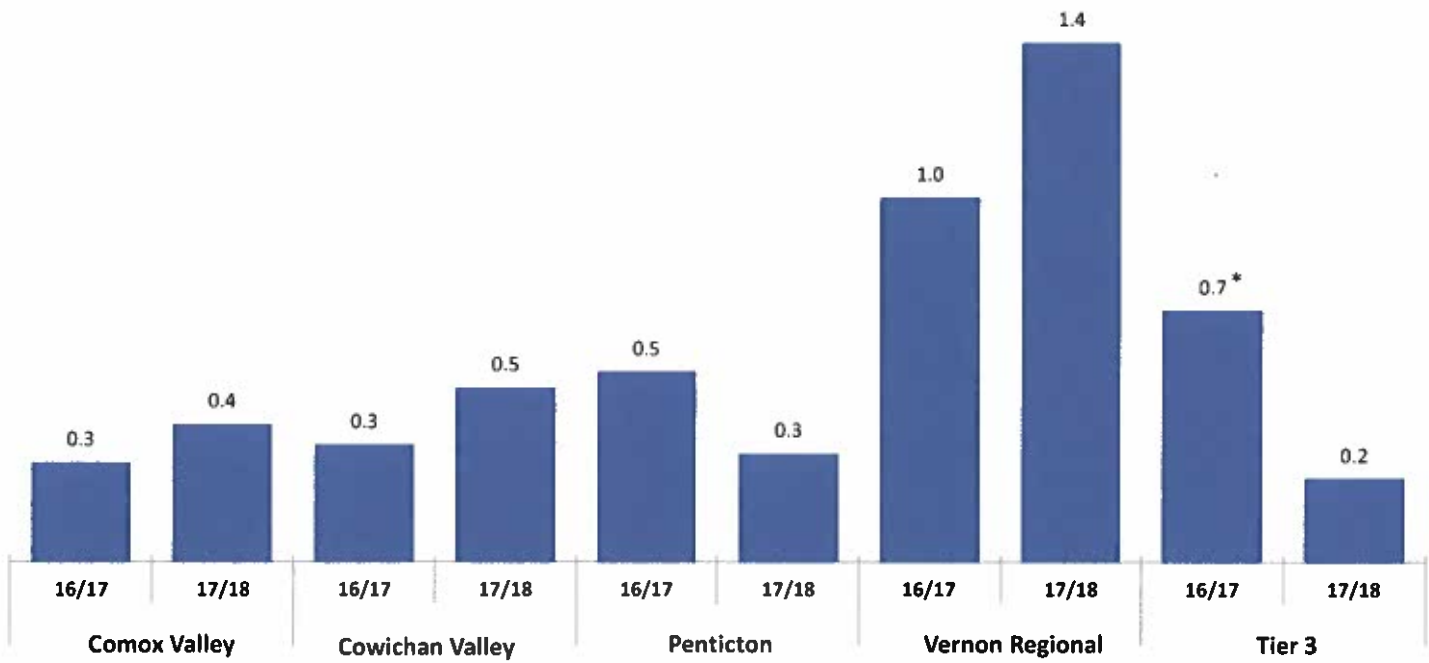


Q5. How many one-way trips did you make on public transit in the past seven days?

Annual Base 2017/2018: Total=6,379; Nanaimo=413; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367.  
 Annual Base 2016/2017: Total=6,365; Nanaimo=404; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400.

## Transit Usage

### Average Number of One-Way Trips in the Past Seven Days



Q5. How many one-way trips did you make on public transit in the past seven days?

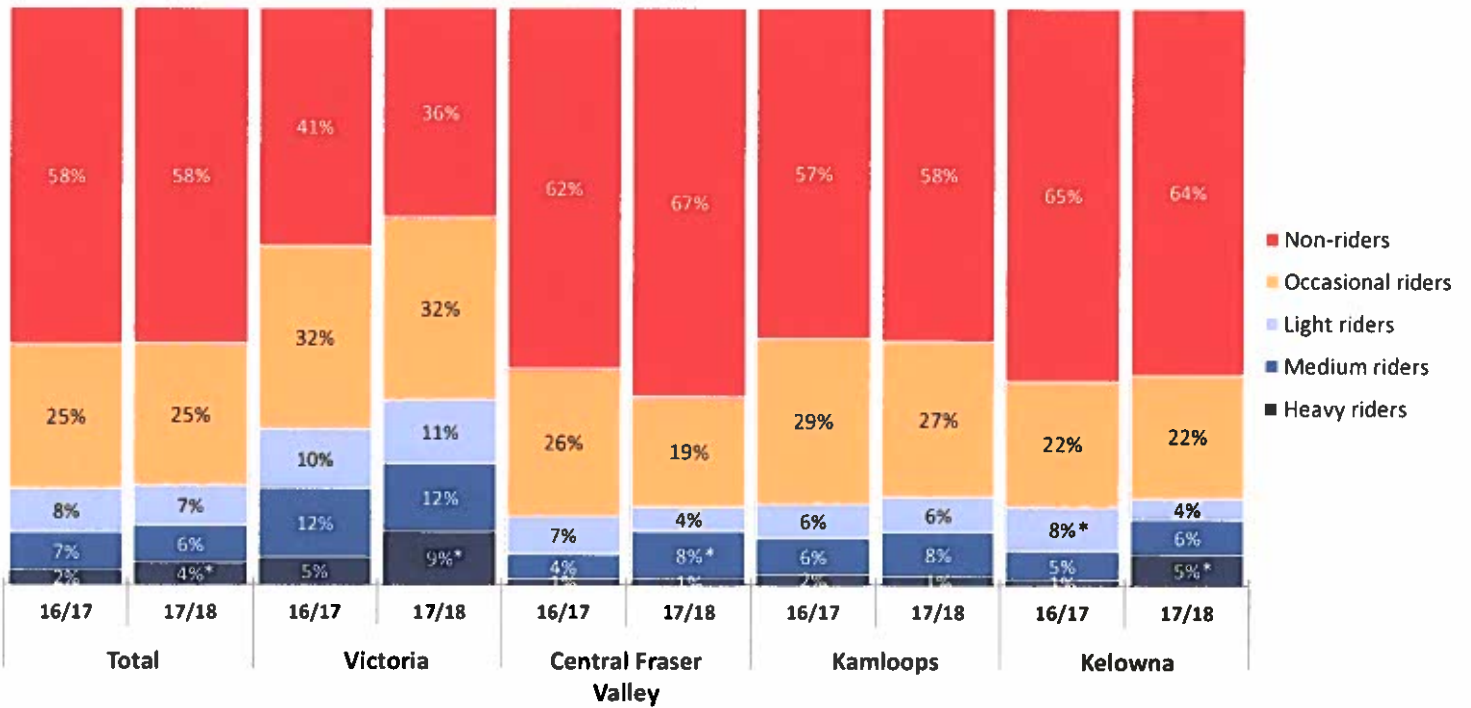
Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365; Comox Valley=400; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

\* - statistically significant difference at 95% level



Transit Usage

Rider Usage Group



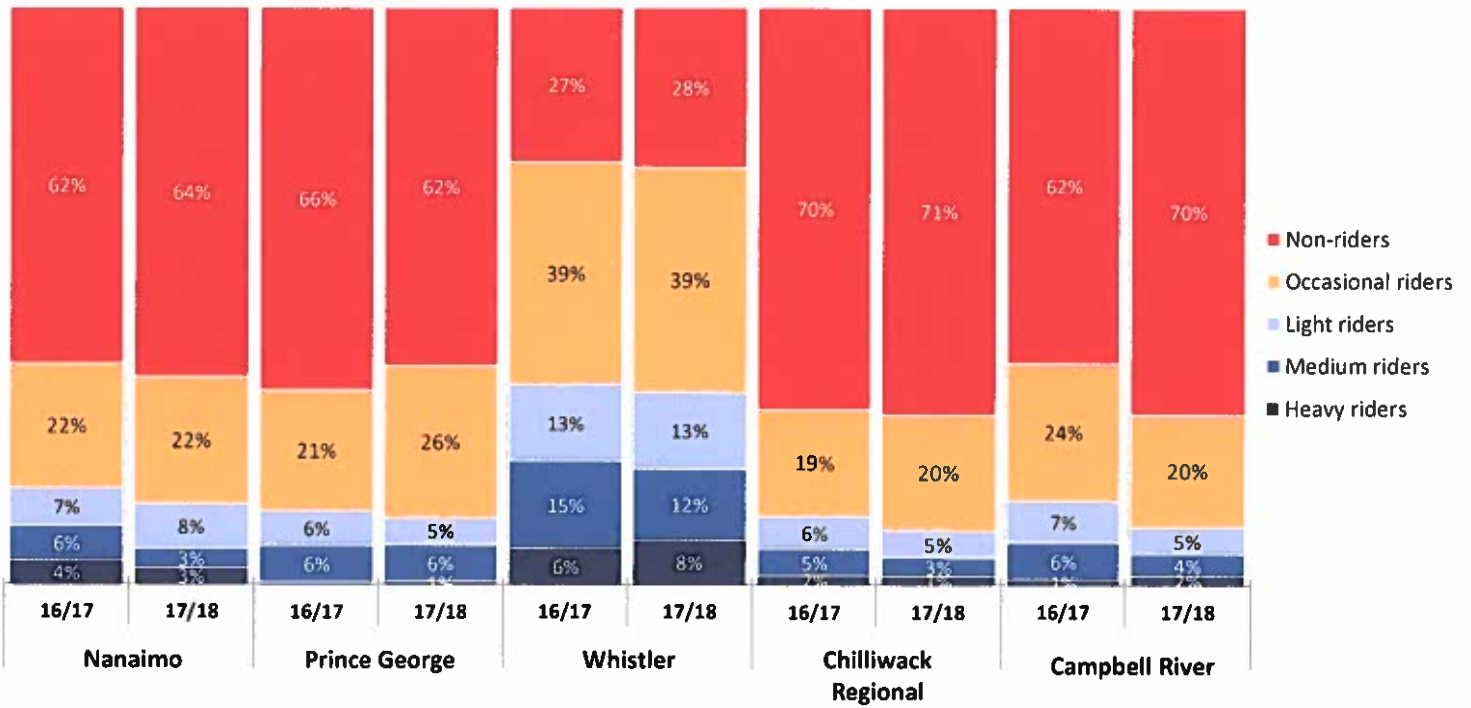
Q5. How many one-way trips did you make on public transit in the past seven days?

Annual Base 2017/2018: Total=6,379, Victoria=1,199, Central Fraser Valley=400, Kamloops=400, Kelowna=400.  
 Annual Base 2016/2017: Total=6,365, Victoria=1,202, Central Fraser Valley=400, Kamloops=400, Kelowna=400.

\* - statistically significant difference at 95% level

Transit Usage

Rider Usage Group

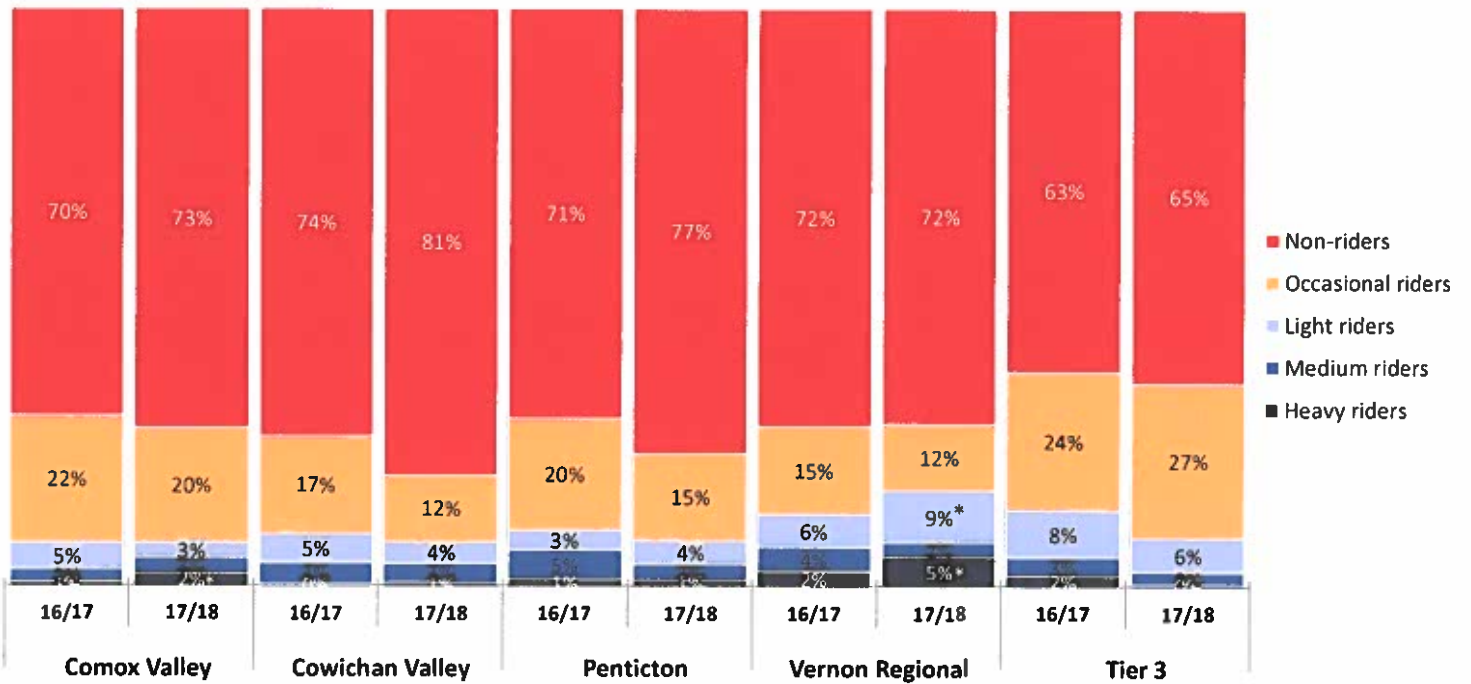


Q5. How many one-way trips did you make on public transit in the past seven days?

Annual Base 2017/2018: Total=6,379; Nanaimo=413; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367.  
 Annual Base 2016/2017: Total=6,365; Nanaimo=404; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400.

Transit Usage

Rider Usage Group



Q5: How many one-way trips did you make on public transit in the past seven days?

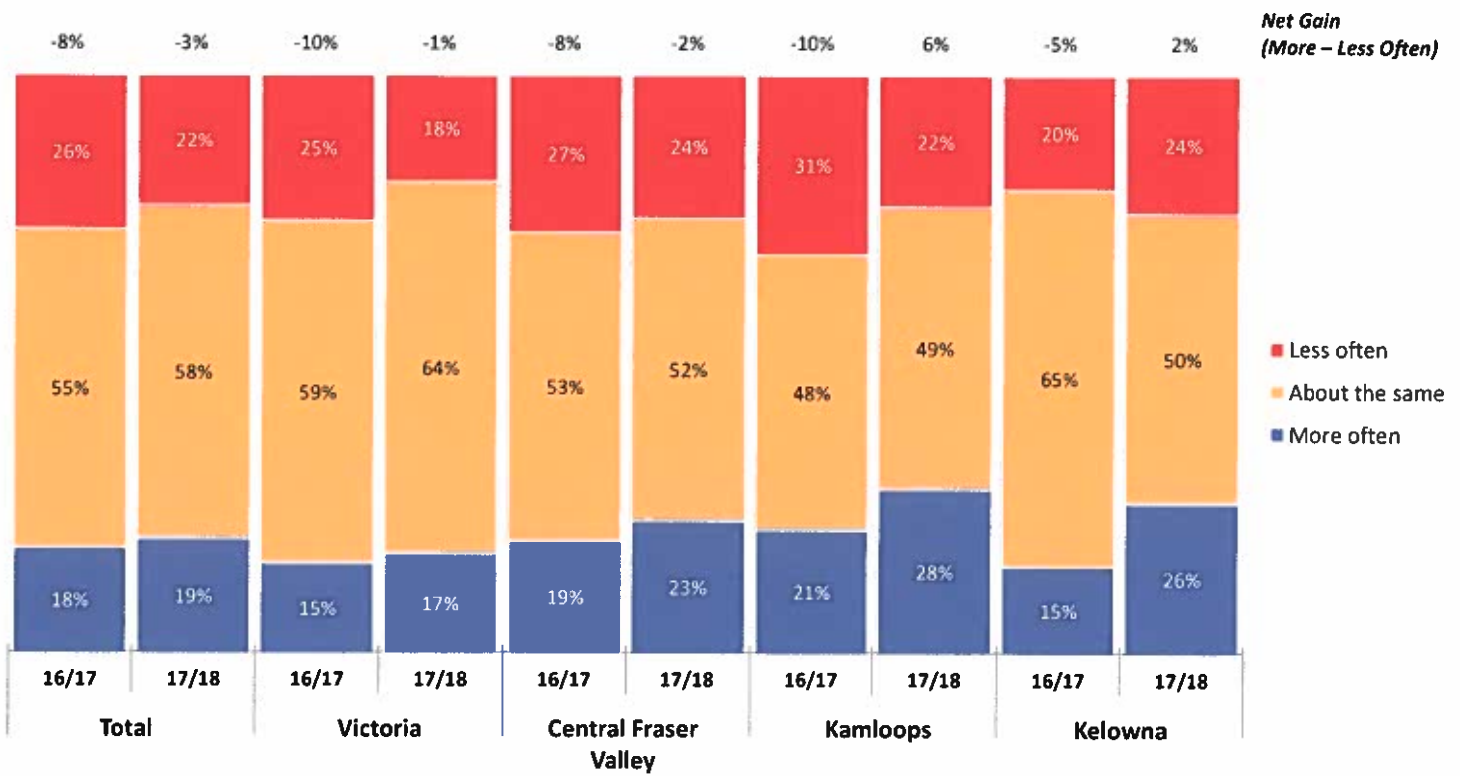
Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Pentiction=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365; Comox Valley=400; Cowichan Valley=400; Pentiction=400; Vernon=400; Tier 3=401.

\* - statistically significant difference at 95% level



## Transit Usage

Past Year Change in Local Bus System Usage (Among Past Year Riders)



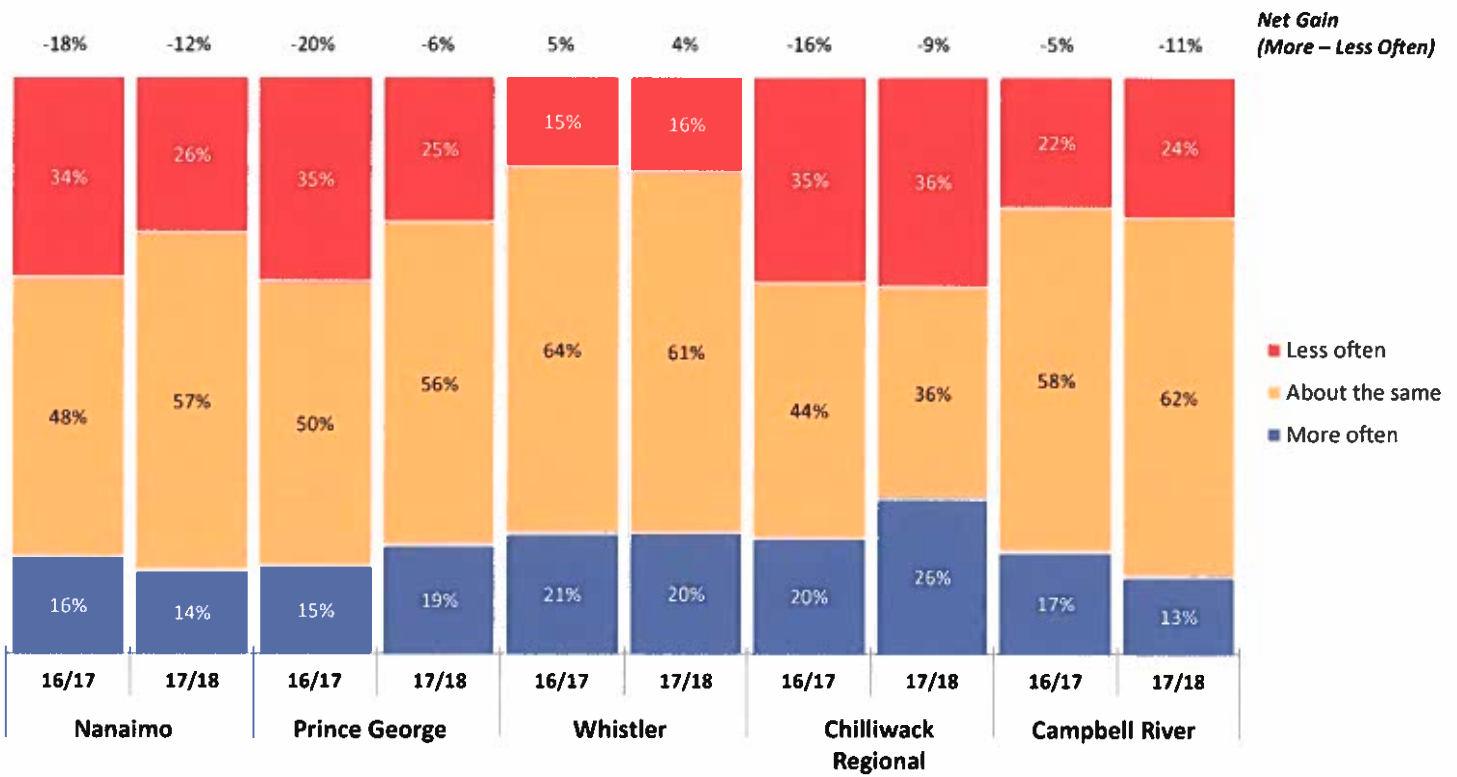
Q6a. Compared to a year ago, would you say that you use the local bus system more often now, less often or about the same?

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400.

Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400.

## Transit Usage

Past Year Change in Local Bus System Usage (Among Past Year Riders)

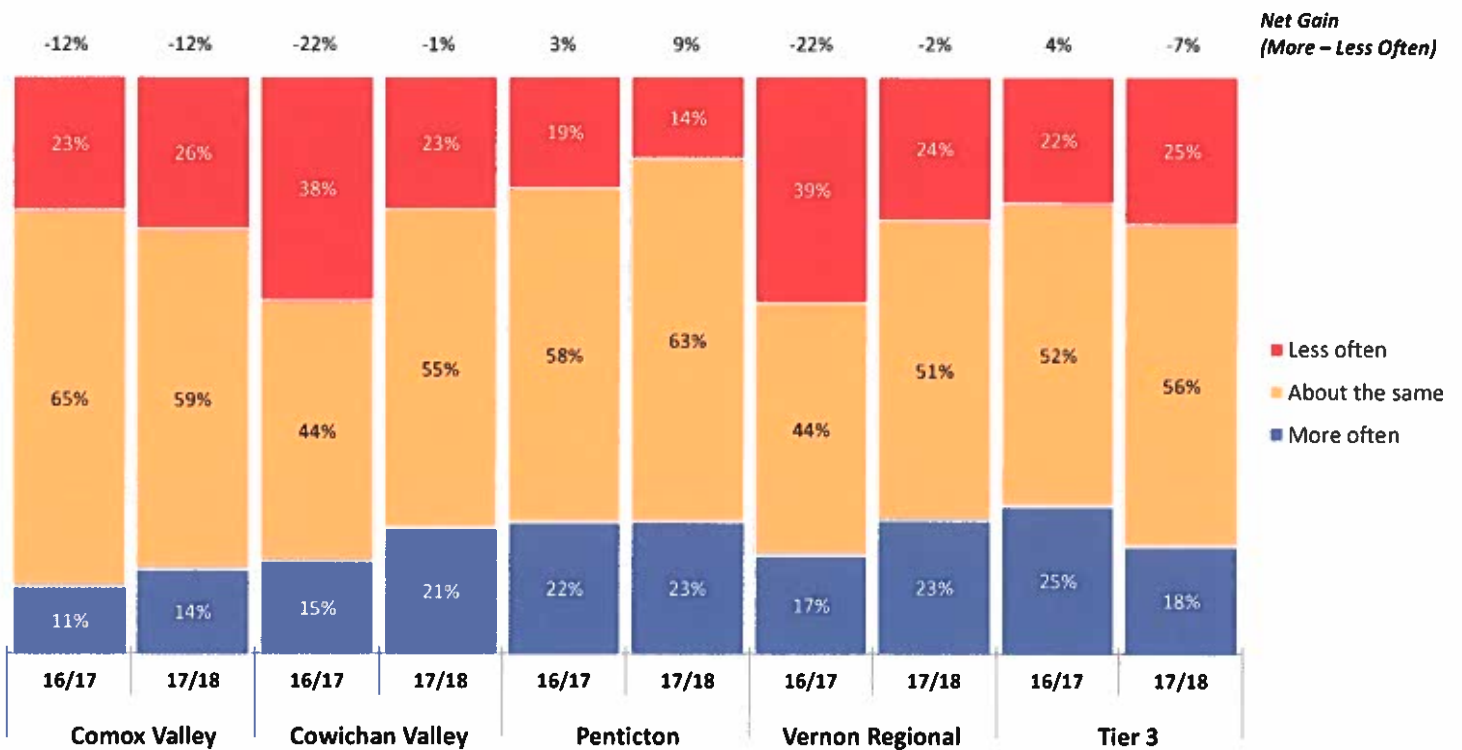


Q6a. Compared to a year ago, would you say that you use the local bus system more often now, less often or about the same?

Annual Base 2017/2018: Total=6,379; Nanaimo=413; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367.  
 Annual Base 2016/2017: Total=6,365; Nanaimo=404; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400.

## Transit Usage

Past Year Change in Local Bus System Usage (Among Past Year Riders)



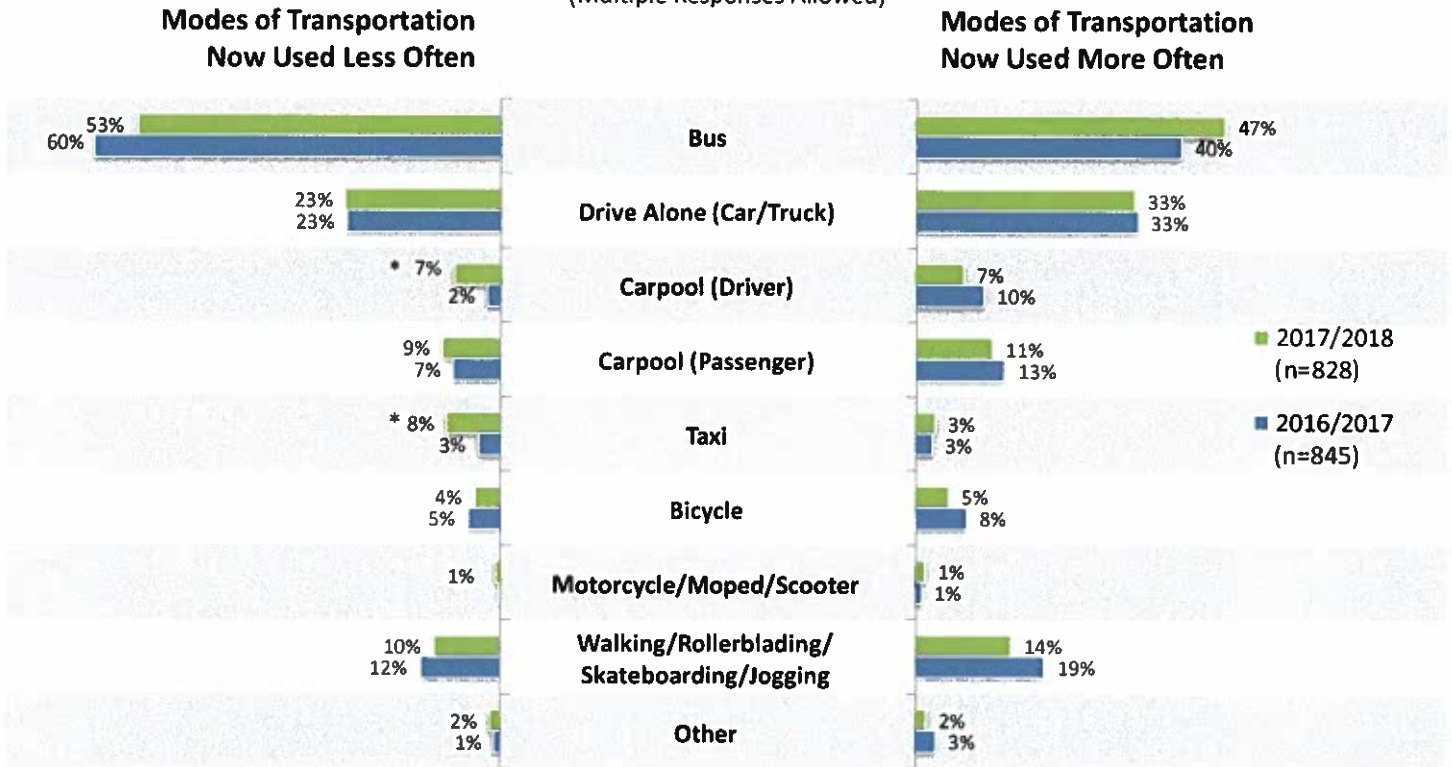
Q6a. Compared to a year ago, would you say that you use the local bus system more often now, less often or about the same?

Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365; Comox Valley=400; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

## Transit Usage

### Transportation Used Less/More Often - TOTAL

(Multiple Responses Allowed)



Q6b. Now that you are using the local bus system less often, what mode or modes are you using more?

Q6c. Now that you are using the local bus system more often, what mode or modes are you using less?

Base: Those using the bus more often or less often compared with a year ago.

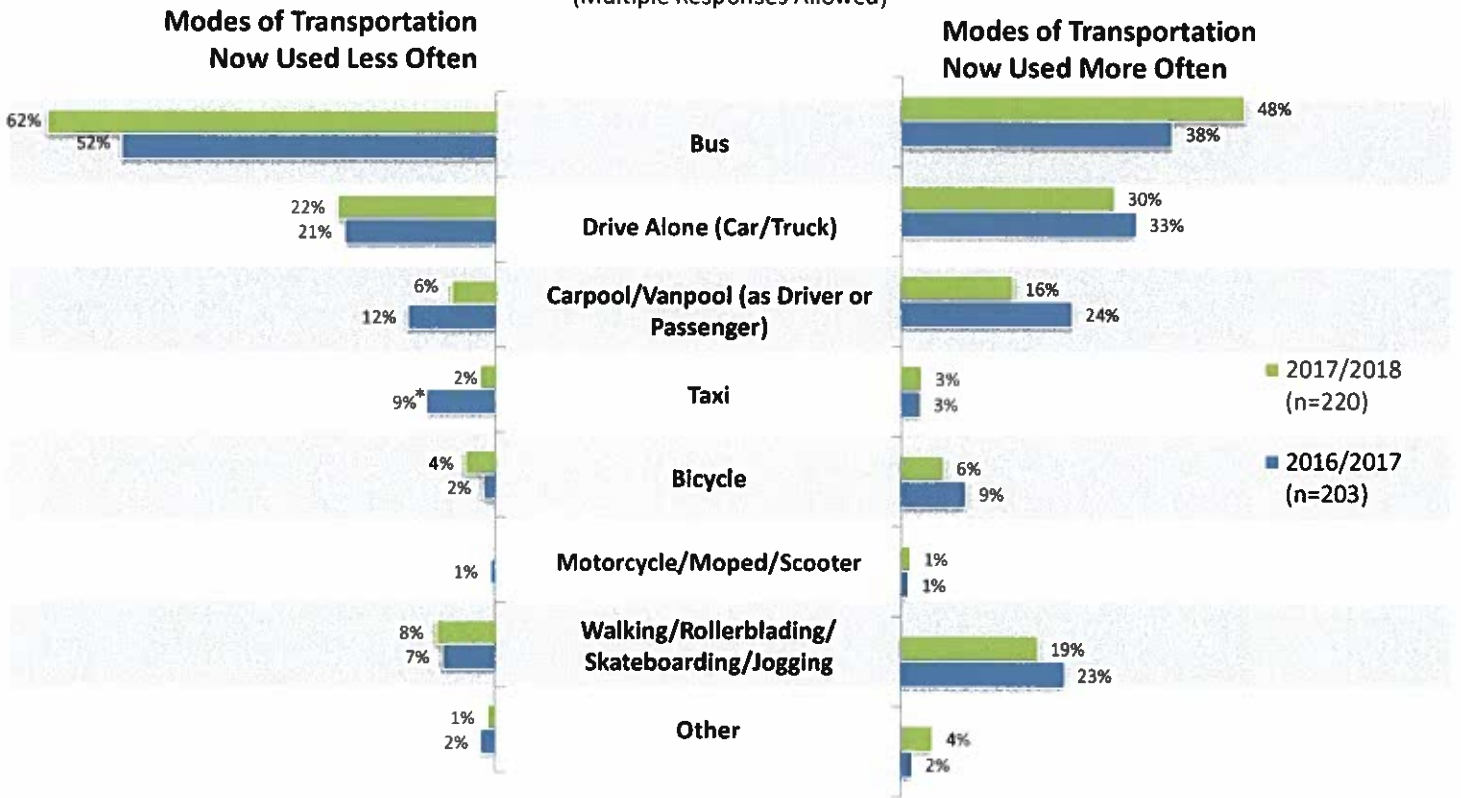
\* - statistically significant difference at 95% level



Transit Usage

Transportation Used Less/More Often - Victoria

(Multiple Responses Allowed)



Q6b. Now that you are using the local bus system less often, what mode or modes are you using more?  
 Q6c. Now that you are using the local bus system more often, what mode or modes are you using less?  
 Base: Those using the bus more often or less often compared with a year ago.

\* - statistically significant difference at 95% level



## Transit Usage

### Transportation Used Less/More Often (Multiple Responses Allowed)

Modes of Transportation Now Used <b>MORE</b> Often	Total		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
n=	845	828	50	46	69	74	45	47	56	48	46	44	72	98
Bus	40%	47%	42%	48%	41%	56%	43%	52%	32%	35%	30%	43%	57%	56%
Drive Alone (Car/Truck)	33%	33%	32%	40%	45%	28%	39%	6%	39%	43%	47%	53%	30%	21%
Carpool (Driver)	10%	7%	8%	1%	1%	4%	4%	8%	20%*	3%	22%	10%	9%	20%
Carpool (Passenger)	13%	11%	15%	21%	14%	13%	12%	3%	26%	11%	14%	3%	9%	12%
Taxi	3%	3%	-	4%	2%	3%	-	4%	6%	5%	5%	-	0%	-
Bicycle	8%	5%	7%	8%	1%	5%	7%	1%	8%	-	8%	4%	17%	9%
Motorcycle/Moped/Scooter	1%	1%	-	-	-	-	-	7%	4%	2%	2%	-	1%	-
Walking/Rollerblading/Skateboarding/Jogging	19%	14%	22%	9%	15%	12%	23%	2%	18%	18%	19%	4%	7%	9%
Other	3%	2%	3%	40%	-	2%	1%	33%	1%	7%	1%	1%	5%	2%

Modes of Transportation Now Used <b>LESS</b> Often	Total		Central Fraser Valley		Kamloops		Kelowna		Nanaimo		Prince George		Whistler	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
n=	845	828	50	46	69	74	45	47	56	48	46	44	72	98
Bus	60%	53%	58%	52%	59%	44%	57%	48%	68%	68%	70%	57%	43%	44%
Drive Alone (Car/Truck)	23%	23%	19%	16%	27%	17%	28%	24%	23%	23%	6%	18%	23%	26%
Carpool (Driver)	2%	7%	1%	4%	2%	7%	9%	19%	2%	5%	2%	5%	3%	9%
Carpool (Passenger)	7%	9%	4%	5%	5%	20%	18%	14%	8%	3%	1%	15%	14%	4%
Taxi	3%	8%	1%	8%	8%	8%	2%	1%	6%	11%	1%	2%	3%	4%
Bicycle	5%	4%	6%	5%	2%	3%	8%	-	3%	1%	-	19%	7%	7%
Motorcycle/Moped/Scooter	<1%	1%	-	-	1%	2%	-	-	-	2%	-	1%	-	-
Walking/Rollerblading/Skateboarding/Jogging	12%	10%	25%	20%	11%	16%	4%	19%	11%	4%	21%	5%	17%	11%
Other	1%	2%	-	1%	1%	2%	-	3%	-	2%	-	2%	1%	6%

Q6b. Now that you are using the local bus system less often, what mode or modes are you using more?

Q6c. Now that you are using the local bus system more often, what mode or modes are you using less?

Base: Those using the bus more often or less often compared with a year ago.

\* - statistically significant difference at 95% level

## Transit Usage

### Transportation Used Less/More Often

(Multiple Responses Allowed)

Modes of Transportation Now Used <b>MORE</b> Often	Total		Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
n=	845	828	45	39	48	32	35	30	42	35	44	28*	43	34
Bus	40%	47%	36%	42%	44%	35%	33%	35%	29%	49%	54%	62%	30%	48%
Drive Alone (Car/Truck)	33%	33%	48%	42%	33%	38%	33%	26%	24%	26%	33%	12%	33%	44%
Carpool (Driver)	10%	7%	6%	1%	9%	2%	8%	8%	4%	2%	3%	-	5%	5%
Carpool (Passenger)	13%	11%	7%	19%	15%	22%	18%	43%	23%	14%	10%	9%	18%	3%
Taxi	3%	3%	2%	10%	-	-	-	-	1%	-	7%	-	13%	-
Bicycle	8%	5%	1%	5%	1%	13%	11%	9%	3%	11%	2%	6%	30%	4%
Motorcycle/Moped/Scooter	1%	1%	-	-	2%	4%	8%	1%	3%	-	-	4%	-	-
Walking/Rollerblading/Skateboarding/Jogging	19%	14%	5%	15%	16%	34%	26%	23%	23%	13%	4%	23%	34%	5%
Other	3%	2%	2%	42%	-	2%	6%	2%	16%	9%	-	-	1%	1%

Modes of Transportation Now Used <b>LESS</b> Often	Total		Chilliwack Regional		Campbell River		Comox Valley		Cowichan Valley		Penticton		Vernon Regional	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
n=	845	828	45	39	48	32	35	30	42	35	44	28*	43	34
Bus	60%	53%	64%	58%	56%	65%	67%	65%	71%	51%	46%	38%	70%	52%
Drive Alone (Car/Truck)	23%	23%	20%	33%	20%	30%	15%	18%	13%	16%	20%	41%	16%	29%
Carpool (Driver)	2%	7%	5%	5%	-	-	2%	10%	2%	-	4%	9%	1%	5%
Carpool (Passenger)	7%	9%	5%	1%	15%	11%	9%	20%	-	5%	23%*	2%	5%	6%
Taxi	3%	8%	6%	5%	3%	11%	3%	1%	4%	2%	7%	-	6%	14%
Bicycle	5%	4%	3%	-	13%	4%	2%	4%	4%	5%	18%	-	4%	2%
Motorcycle/Moped/Scooter	<1%	1%	-	1%	-	-	3%	4%	-	-	-	-	-	-
Walking/Rollerblading/Skateboarding/Jogging	12%	10%	4%	19%	18%	19%	15%	-	9%	22%	3%	3%	7%	3%
Other	1%	2%	-	1%	2%	-	-	-	-	6%	2%	-	-	29%

Q6b. Now that you are using the local bus system less often, what mode or modes are you using more?

Q6c. Now that you are using the local bus system more often, what mode or modes are you using less?

Base: Those using the bus more often or less often compared with a year ago.

\*Caution: Small base size.

\* - statistically significant difference at 95% level

## Transit Usage

### Transportation Used Less/More Often (Multiple Responses Allowed)

Modes of Transportation Now Used <b>MORE</b> Often	Total		Tier 3 Communities	
	16/17	17/18	16/17	17/18
n=	845	828	47	53
Bus	40%	47%	54%	42%
Drive Alone (Car/Truck)	33%	33%	16%	23%
Carpool (Driver)	10%	7%	8%	17%
Carpool (Passenger)	13%	11%	10%	11%
Taxi	3%	3%	-	2%
Bicycle	8%	5%	6%	2%
Motorcycle/Moped/Scooter	1%	1%	-	4%
Walking/Rollerblading/Skateboarding/Jogging	19%	14%	16%	15%
Other	3%	2%	2%	-

Modes of Transportation Now Used <b>LESS</b> Often	Total		Tier 3 Communities	
	16/17	17/18	16/17	17/18
n=	845	828	47	53
Bus	60%	53%	46%	58%
Drive Alone (Car/Truck)	23%	23%	33%	30%
Carpool (Driver)	2%	7%	2%	13%
Carpool (Passenger)	7%	9%	9%	4%
Taxi	3%	8%	2%	12%
Bicycle	5%	4%	7%	8%
Motorcycle/Moped/Scooter	<1%	1%	-	-
Walking/Rollerblading/Skateboarding/Jogging	12%	10%	15%	3%
Other	1%	2%	2%	-

Q6b. Now that you are using the local bus system less often, what mode or modes are you using more?

Q6c. Now that you are using the local bus system more often, what mode or modes are you using less?

Base: Those using the bus more often or less often compared with a year ago.

## Key Findings: Perceptions of Transit Service

### *Perception of Past Year Change*

- ❑ At a total BC level, six-in-ten (61%) say the local bus system has stayed the same in the past year. The proportion of those who say it has become worse is 10%, while 29% perceive that it has improved.
- ❑ Four-in-ten (40%) riders in Chilliwack feel the local bus system has improved, which is the highest result in the province, followed by Kamloops and Prince George (36% and 35%, respectively). Central Fraser Valley has the largest proportion who think the system has remained the same (74%), followed by Comox Valley (67%) and Penticton (66%).
- ❑ Communities with the highest proportion of riders who think their local bus system has become worse in the past year are Campbell River (17%), Vernon (17%) and Victoria (14%).
- ❑ Overall, 87% feel transit is important to their community (rating of 4 or 5 on a five-point scale), with 63% giving a rating of 5, or very important. Regionally, Whistler riders are the most likely to feel transit is important to their community (97%), followed closely by Victoria (92%) and Campbell River (91%).



## Key Findings: Perceptions of Transit Service

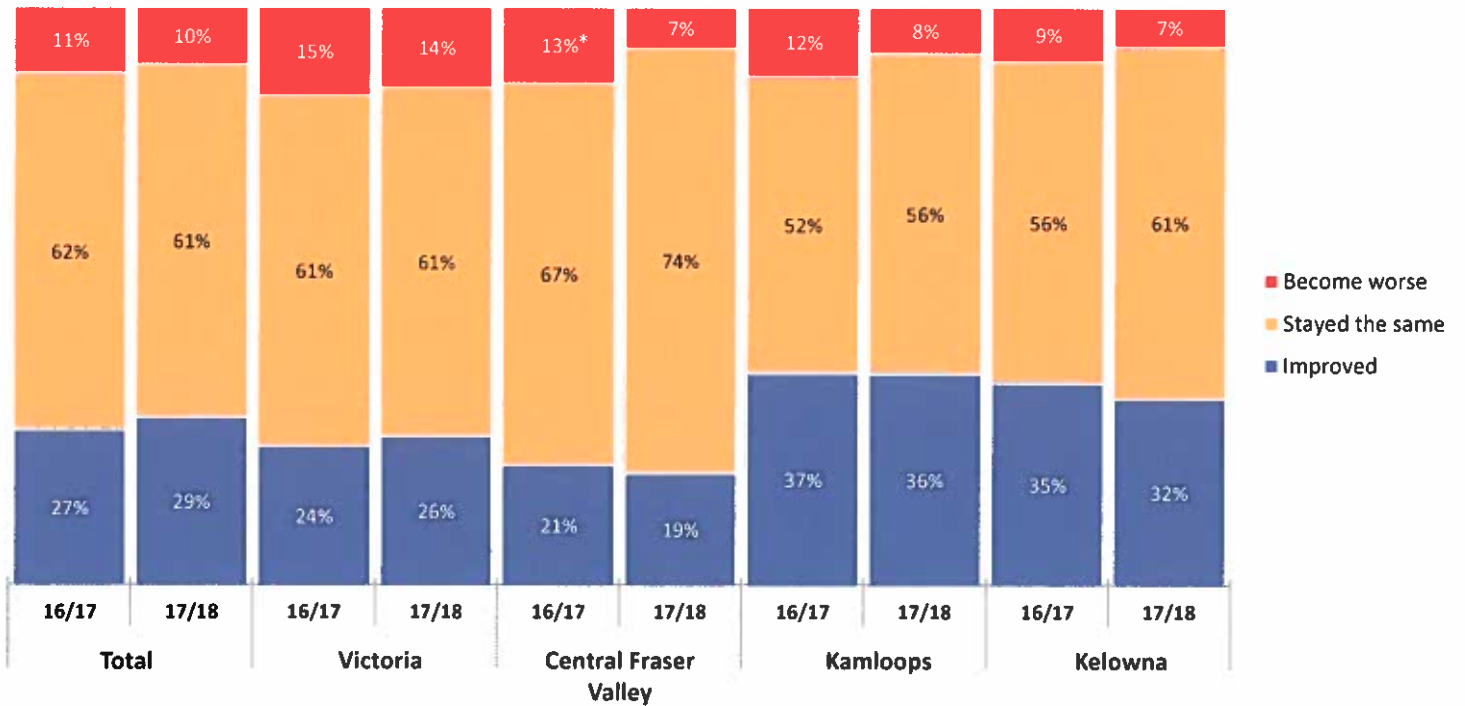
### Perception of Service Areas

- ❑ BC residents were asked to rate 15 service attributes of the local transit system on a scale of 1 to 5, where 1 is “extremely poor” and 5 is “excellent.” They were also asked to rate the local transit system on an overall basis on the same scale.
- ❑ At a system-wide level, the three most positively viewed attributes of local transit systems are courteous drivers (66%, average of 4.0 out of 5), clean and well maintained buses (64%, average of 3.9) and personal safety while riding local buses (64%, average of 3.9).
- ❑ Overall in BC, attributes which could use the most improvement are bus stops having enough amenities (36%, average of 3.1), frequency of scheduled service (36%, average of 3.2) and buses having good connections with reasonable wait times (38%, average of 3.3).
- ❑ In an overall basis, BC Transit is rated 4 or 5 out of 5 by half of residents (51%, average of 3.5) in its service areas.
- ❑ Residents’ ratings of the Victoria Regional Transit System in 2016/17 are the most positive in terms of personal safety while riding the bus, (71% rating 4 or 5 out of 5, average of 4.0), clean and well maintained buses (72%, average of 4.1) and courteous drivers (75%, average of 4.1).
- ❑ For Victoria, areas which could use the most improvement are buses not being overcrowded (38%, average of 3.2) and frequency of scheduled services (44%, average of 3.4).
- ❑ Overall, the Victoria Regional Transit System is rated 4 or 5 out of 5 by six-in-ten of its residents (60%, average of 3.7).

## Perceptions of Transit Service

### Past Year Change in Local Bus System

(Excludes Don't Know Responses)



Q11. Compared to a year ago, would you say that the local bus system has improved, stayed the same or become worse?

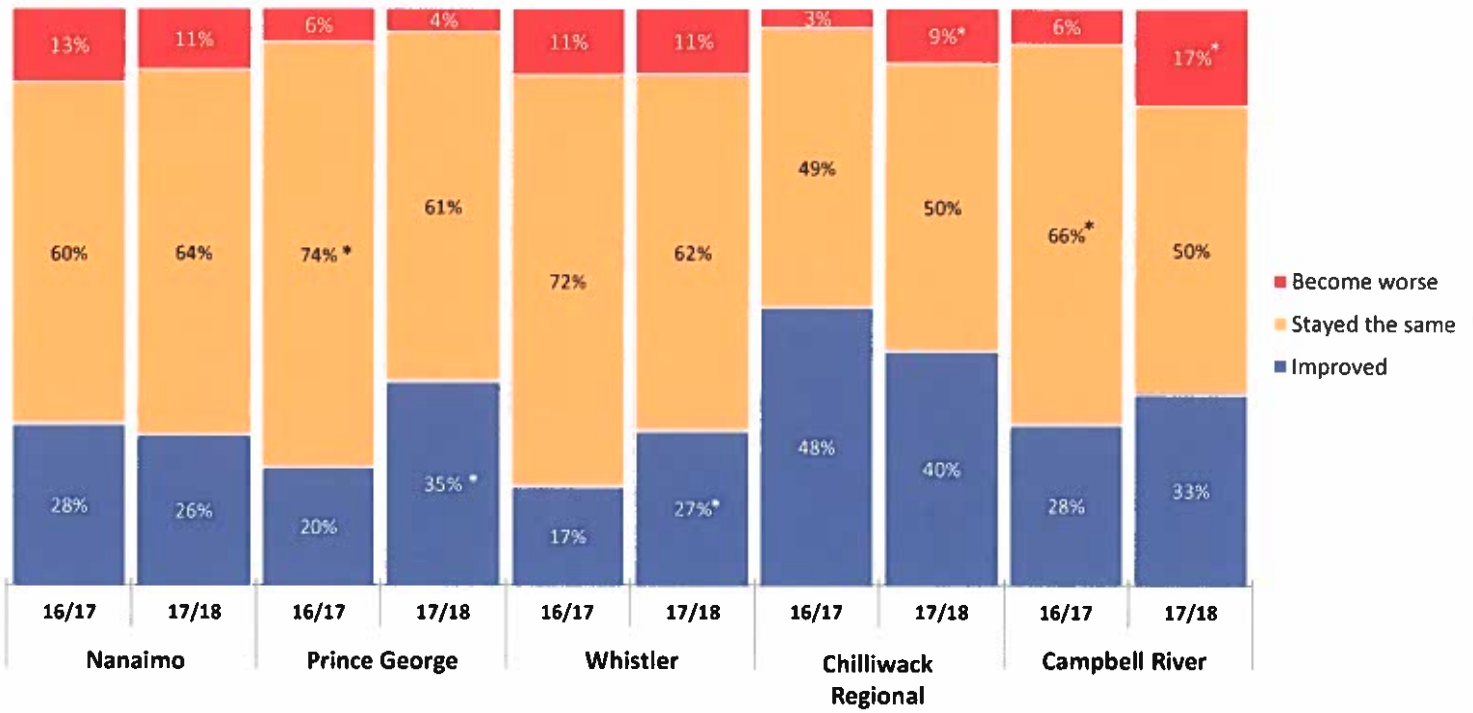
Annual Base 2017/2018: Total=4,833; Victoria=973; Central Fraser Valley=286; Kamloops=321; Kelowna=303.  
 Annual Base 2016/2017: Total=4,811; Victoria=972; Central Fraser Valley=288; Kamloops=304; Kelowna=303.

\* - statistically significant difference at 95% level

## Perceptions of Transit Service

### Past Year Change in Local Bus System

(Excludes Don't Know Responses)



Q11. Compared to a year ago, would you say that the local bus system has improved, stayed the same or become worse?

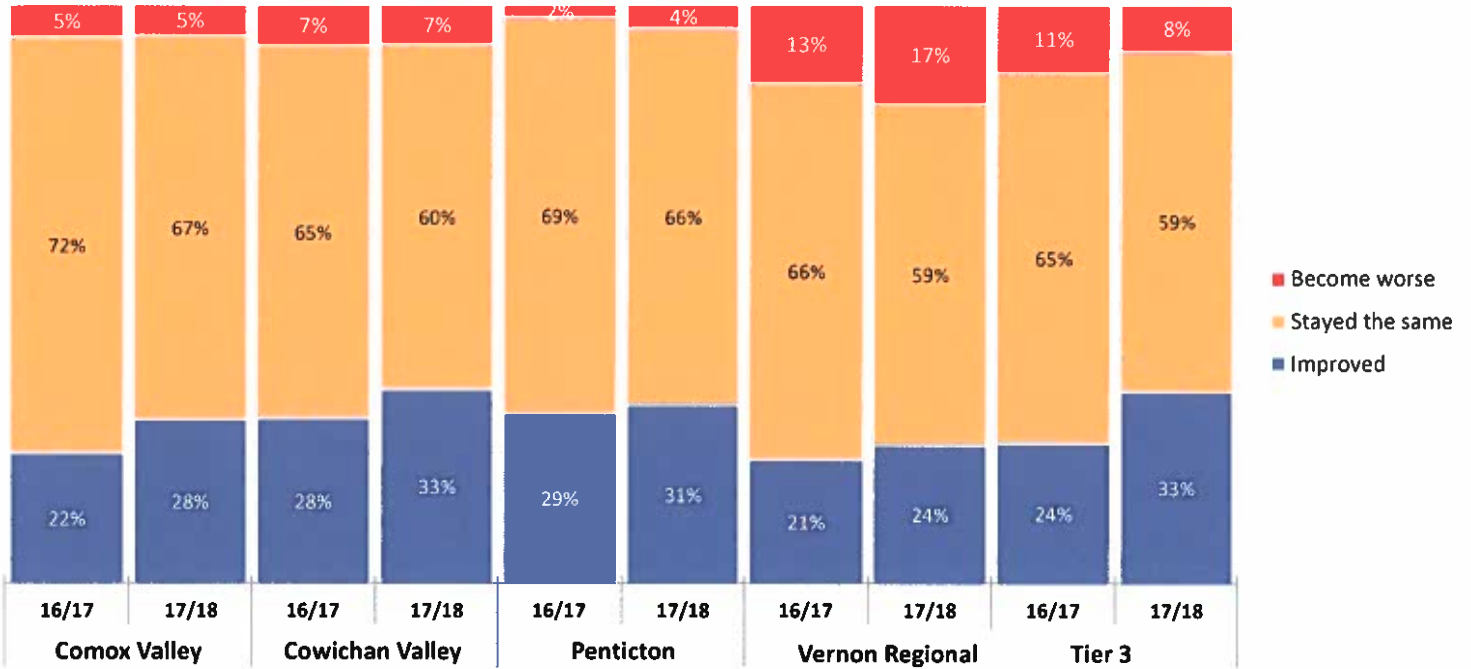
\* - statistically significant difference at 95% level

Annual Base 2017/2018: Total=4,833; Nanaimo=299; Prince George=282; Whistler=326; Chilliwack=319; Campbell River=296.  
 Annual Base 2016/2017: Total=4,811; Nanaimo=296; Prince George=287; Whistler=293; Chilliwack=295; Campbell River=273.

## Perceptions of Transit Service

### Past Year Change in Local Bus System

(Excludes Don't Know Responses)



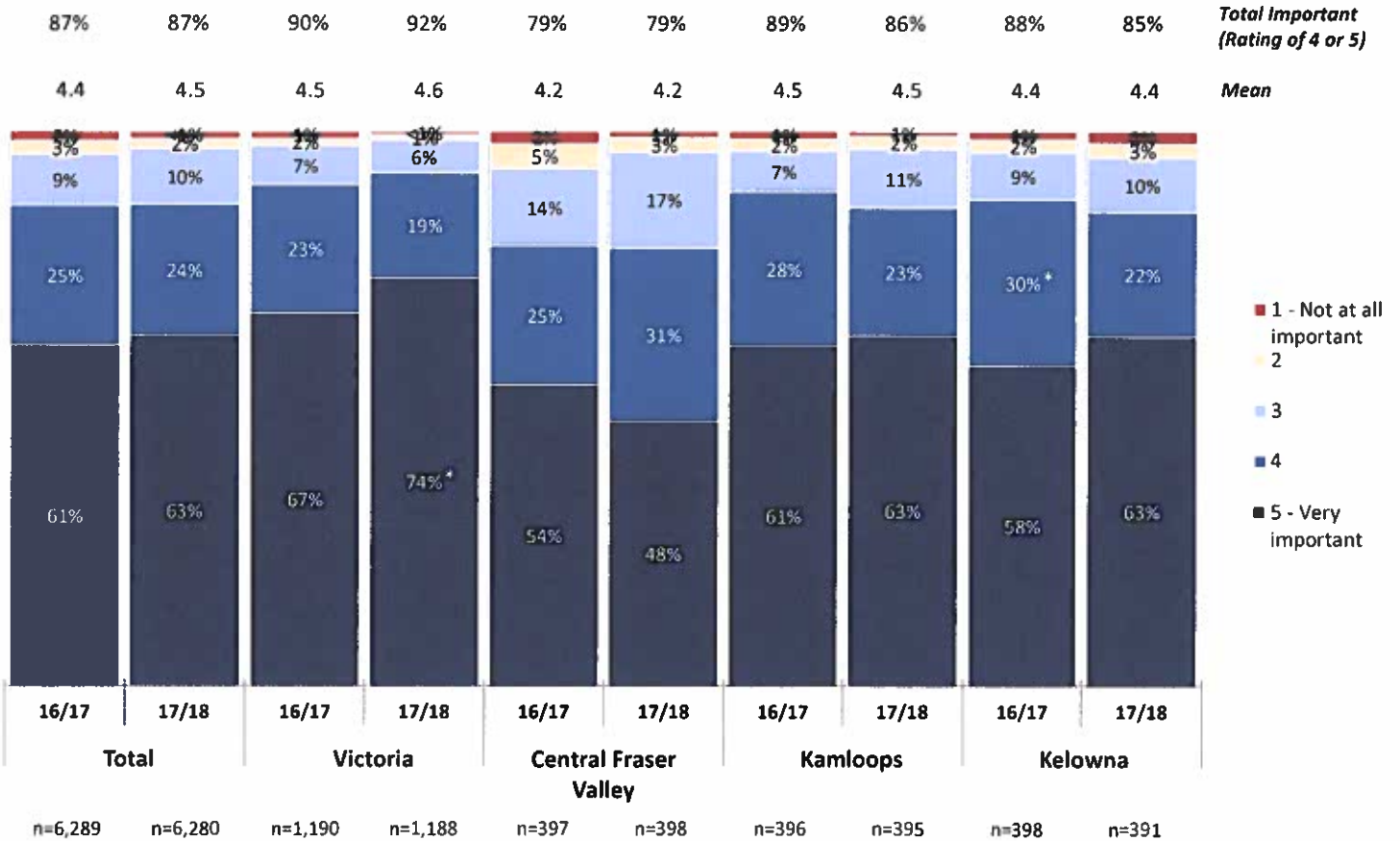
Q11. Compared to a year ago, would you say that the local bus system has improved, stayed the same or become worse?

Annual Base 2017/2018: Total=4,833, Comox Valley=400, Cowichan Valley=288, Penticton=280, Vernon=307, Tier 3=292.  
 Annual Base 2016/2017: Total=4,811, Comox Valley=400, Cowichan Valley=290, Penticton=281, Vernon=309, Tier 3=263.



## Importance of Transit to the Community

**Importance of Transit to Community**  
(Excludes Don't Know Responses)

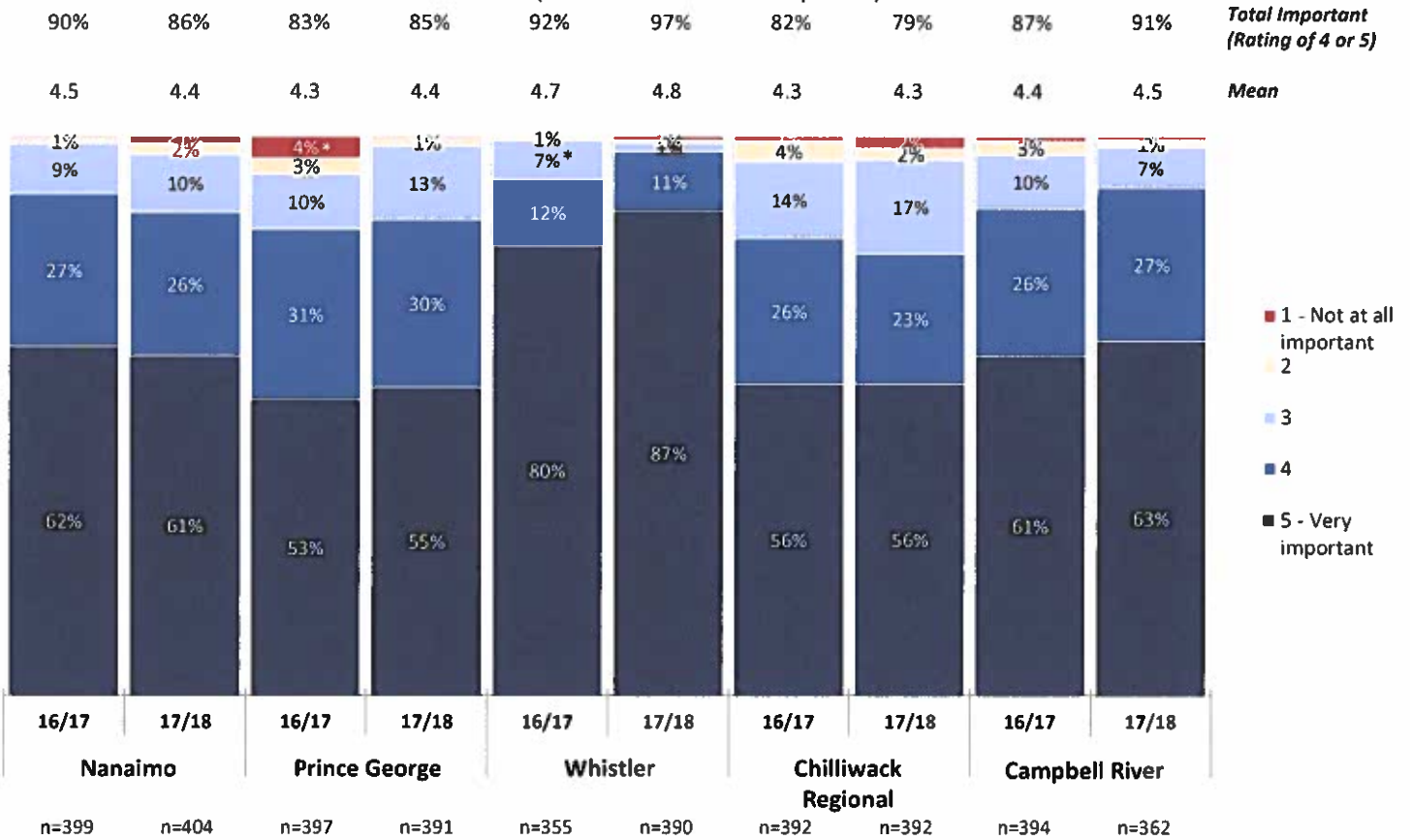


\* - statistically significant difference at 95% level

Q11b. How important do you think transit is to your community? (Results excluding Don't know/Refused responses)

## Importance of Transit to the Community

**Importance of Transit to Community**  
(Excludes Don't Know Responses)



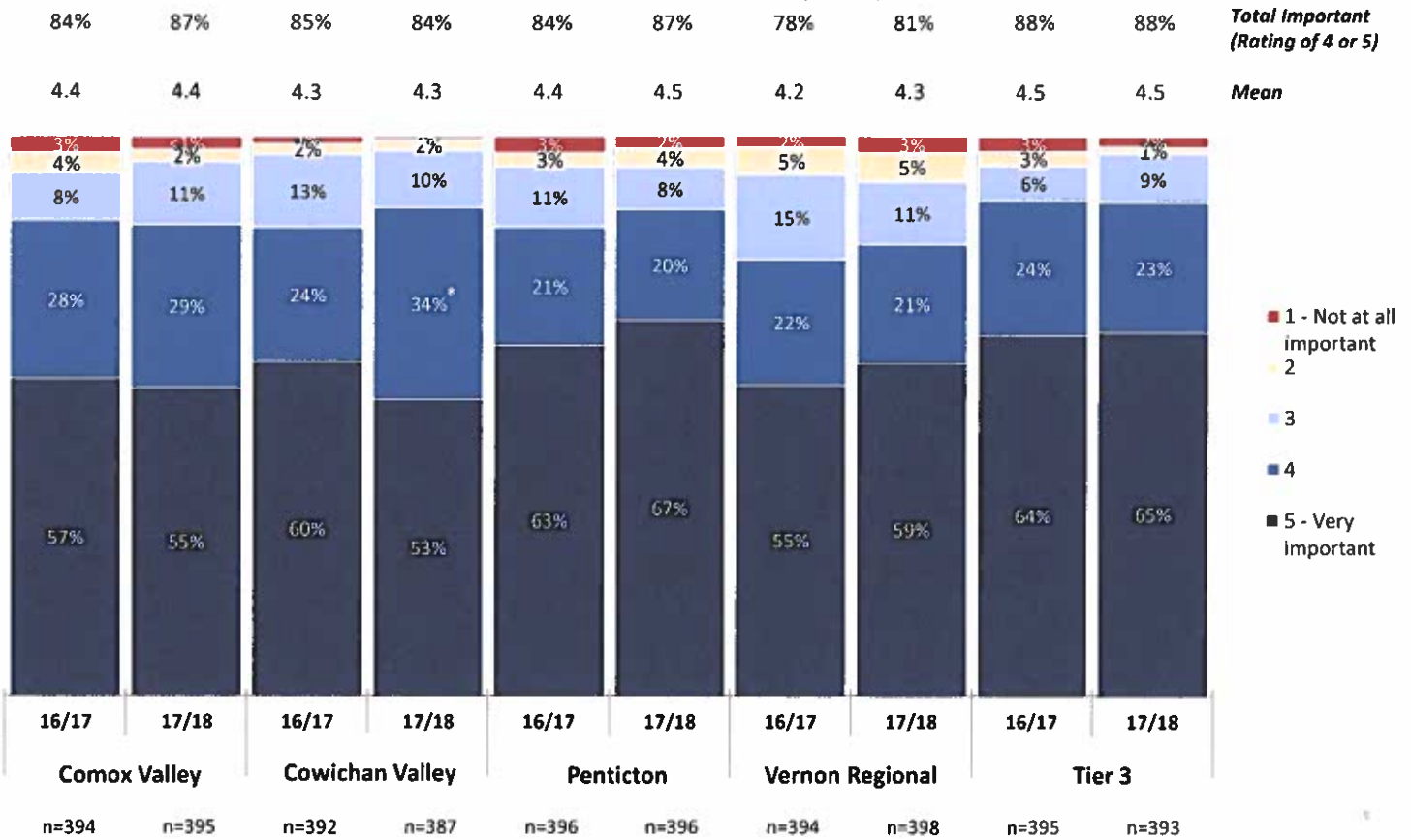
\* - statistically significant difference at 95% level

Q11b. How important do you think transit is to your community? (Results excluding Don't know/Refused responses)

## Importance of Transit to the Community

### Importance of Transit to Community

(Excludes Don't Know Responses)



\* - statistically significant difference at 95% level

Q11b. How important do you think transit is to your community? (Results excluding Don't know/Refused responses)

## Perceptions of Transit Service

Attributes (% Rating 4 or 5)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
Fare prices are reasonable	47%	50%*	39%	48%*	42%	45%	57%	62%	46%	47%	46%	51%
Bus drivers are courteous	65%	66%	72%	75%	59%	57%	57%	59%	57%	58%	63%	65%
Frequency of scheduled service	37%	36%	46%	44%	33%	29%	37%	40%	38%	35%	29%	33%
Buses run on time/on schedule	53%	53%	55%	56%	49%	45%	49%	53%	49%	45%	57%	53%
Buses are clean and well-maintained	65%	64%	73%	72%	55%	50%	62%	64%	60%	59%	68%	68%
Personal safety while riding local buses	64%	64%	74%	71%	51%	53%	64%	68%	51%	56%	64%	67%
Personal safety while waiting for local buses	50%	51%	58%	62%	36%	34%	45%	54%*	42%	42%	52%	53%
Availability and accuracy of schedule information	50%	53%*	57%	62%	46%	47%	50%	56%	51%	49%	51%	50%
Buses not being overcrowded	59%	58%	40%	38%	67%	65%	58%	61%	56%	59%	63%	62%
Buses have a direct route	44%	43%	47%	50%	40%	35%	40%	45%	42%	38%	42%	37%
Bus/fare payment options convenient & easy to use	46%	48%	48%	54%	38%	46%	50%	53%	44%	44%	51%	48%
Buses have good connections with reasonable wait times	38%	38%	42%	46%	38%	30%	36%	36%	36%	32%	32%	39%
Bus stops have enough amenities such as shelters, benches, information & trash cans	35%	36%	44%	49%	29%	27%	27%	32%	51%	47%	31%	34%
Bus stops are clean and well maintained	57%	56%	64%	61%	47%	49%	52%	54%	65%	61%	55%	54%
Trip duration, that is the time from when you boarded to the time you got off the bus	48%	49%	53%	57%	46%	40%	47%	53%	40%	38%	47%	42%
<b>Overall</b>	<b>51%</b>	<b>51%</b>	<b>56%</b>	<b>60%</b>	<b>41%</b>	<b>35%</b>	<b>51%</b>	<b>55%</b>	<b>49%</b>	<b>46%</b>	<b>44%</b>	<b>46%</b>

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.

Q13. And, overall, how would you rate the local transit system using the same 1 to 5 scale? (1=Extremely poor, 5=Excellent)

\* - statistically significant difference at 95% level

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400; Nanaimo=413

Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400; Nanaimo=404

## Perceptions of Transit Service

Attributes (% Rating 4 or 5)	Total		Prince George		Whistler		Chilliwack Regional		Campbell River		Comox Valley	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
Fare prices are reasonable	47%	50%*	51%	50%	52%	52%	52%	54%	53%	58%	51%	50%
Bus drivers are courteous	65%	66%	64%	64%	60%	58%	70%	71%	62%	61%	60%	58%
Frequency of scheduled service	37%	36%	36%	35%	40%	42%	42%	35%	36%	35%	28%	31%
Buses run on time/on schedule	53%	53%	58%	59%	50%	52%	58%	54%	57%	55%	52%	54%
Buses are clean and well-maintained	65%	64%	58%	57%	73%	78%	58%	61%	72%	71%	66%	61%
Personal safety while riding local buses	64%	64%	66%	63%	77%	90%*	60%	59%	73%	74%	65%	66%
Personal safety while waiting for local buses	50%	51%	46%	43%	73%	79%	45%	46%	50%	57%	55%	57%
Availability and accuracy of schedule information	50%	53%*	46%	52%	59%	53%	53%	51%	53%	49%	50%	53%
Buses not being overcrowded	59%	58%	73%	67%	48%	41%	67%	68%	72%	78%	73%	72%
Buses have a direct route	44%	43%	35%	33%	54%	58%	49%	46%	52%	46%	37%	35%
Bus/fare payment options convenient & easy to use	46%	48%	47%	46%	58%	53%	44%	46%	50%	53%	45%	46%
Buses have good connections with reasonable wait times	38%	38%	39%	38%	46%	37%	43%	36%	38%	38%	31%	33%
Bus stops have enough amenities such as shelters, benches, information & trash cans	35%	36%	26%	27%	53%	57%	27%	29%	31%	28%	37%	29%
Bus stops are clean and well maintained	57%	56%	45%	47%	66%	65%	57%	54%	56%	58%	58%	58%
Trip duration, that is the time from when you boarded to the time you got off the bus	48%	49%	45%	41%	64%	61%	50%	51%	56%	56%	46%	45%
<b>Overall</b>	<b>51%</b>	<b>51%</b>	<b>48%</b>	<b>49%</b>	<b>65%</b>	<b>65%</b>	<b>55%</b>	<b>50%</b>	<b>58%</b>	<b>59%</b>	<b>50%</b>	<b>45%</b>

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.

Q13. And, overall, how would you rate the local transit system using the same 1 to 5 scale? (1=Extremely poor, 5=Excellent)

\* - statistically significant difference at 95% level

Annual Base 2017/2018: Total=6,379; Prince George=402, Whistler=393; Chilliwack=400; Campbell River=367, Comox Valley=400.

Annual Base 2016/2017: Total=6,365; Prince George=400, Whistler=355; Chilliwack=403; Campbell River=400; Comox Valley=400.



## Perceptions of Transit Service

Attributes (% Rating 4 or 5)	Total		Cowichan Valley		Penticton		Vernon Regional		Tier 3 Communities	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
Fare prices are reasonable	47%	50%*	54%	50%	55%	55%	45%	45%	54%	53%
Bus drivers are courteous	65%	66%	64%	59%	68%	67%	56%	53%	68%	70%
Frequency of scheduled service	37%	36%	34%*	23%	37%	41%	28%	25%	32%	31%
Buses run on time/on schedule	53%	53%	56%	49%	60%	64%	51%	46%	50%	55%
Buses are clean and well-maintained	65%	64%	63%	58%	73%	71%	59%	51%	64%	67%
Personal safety while riding local buses	64%	64%	65%	57%	70%	68%	54%	50%	65%	66%
Personal safety while waiting for local buses	50%	51%	48%	42%	63%	58%	46%*	35%	55%	54%
Availability and accuracy of schedule information	50%	53%*	50%	45%	51%	55%	45%	42%	44%	52%
Buses not being overcrowded	59%	58%	69%	63%	74%	76%	62%	58%	69%	70%
Buses have a direct route	44%	43%	42%	36%	52%	47%	39%	33%	45%	49%
Bus/fare payment options convenient & easy to use	46%	48%	54%*	37%	54%	46%	42%	40%	46%	43%
Buses have good connections with reasonable wait times	38%	38%	36%*	26%	47%	45%	33%	30%	36%	37%
Bus stops have enough amenities such as shelters, benches, information & trash cans	35%	36%	34%*	24%	44%	44%	29%	24%	27%	29%
Bus stops are clean and well maintained	57%	56%	60%	54%	71%	71%	51%	49%	52%	52%
Trip duration, that is the time from when you boarded to the time you got off the bus	48%	49%	47%	41%	56%	55%	38%	35%	49%	52%
<b>Overall</b>	<b>51%</b>	<b>51%</b>	<b>50%</b>	<b>44%</b>	<b>64%</b>	<b>60%</b>	<b>44%</b>	<b>38%</b>	<b>52%</b>	<b>52%</b>

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.

Q13. And, overall, how would you rate the local transit system using the same 1 to 5 scale? (1=Extremely poor, 5=Excellent)

\* - statistically significant difference at 95% level

Annual Base 2017/2018: Total=6,379; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.

Annual Base 2016/2017: Total=6,365; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

## Perceptions of Transit Service

Attributes (Mean Rating on a 1-5 scale)	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
Fare prices are reasonable	3.5	3.6	3.2	3.4*	3.4	3.5	3.8	3.8	3.6	3.6	3.6	3.6
Bus drivers are courteous	4.0	4.0	4.0	4.1	3.8	3.8	3.8	3.8	3.8	3.8	4.0	4.0
Frequency of scheduled service	3.2	3.2	3.4	3.4	3.1	3.0	3.2	3.3	3.3	3.2	3.0	3.0
Buses run on time/on schedule	3.6	3.6	3.5	3.6	3.6	3.4	3.5	3.5	3.6	3.5	3.7	3.7
Buses are clean and well-maintained	3.9	3.9	4.0	4.1	3.7	3.6	3.8	3.9	3.9	3.8	4.0	4.0
Personal safety while riding local buses	3.9	3.9	4.0	4.0	3.6	3.7	3.8	3.9	3.6	3.7	4.0	4.0
Personal safety while waiting for local buses	3.6	3.6	3.7	3.8	3.2	3.2	3.4	3.5	3.4	3.4	3.6	3.6
Availability and accuracy of schedule information	3.6	3.6	3.7	3.8*	3.4	3.4	3.6	3.6	3.7	3.5	3.6	3.6
Buses not being overcrowded	3.8	3.8	3.3	3.2	4.0	4.0	3.7	3.8	3.8	3.8	3.9	3.9
Buses have a direct route	3.4	3.4	3.5	3.5	3.3	3.3	3.3	3.4	3.3	3.2	3.3	3.2
Bus/fare payment options convenient & easy to use	3.6	3.6*	3.4	3.7*	3.3	3.6*	3.7	3.8	3.6	3.6	3.7	3.7
Buses have good connections with reasonable wait times	3.3	3.3	3.4	3.4	3.2	3.1	3.2	3.1	3.3	3.2	3.1	3.2
Bus stops have enough amenities such as shelters, benches, information & trash cans	3.1	3.1	3.3	3.4	3.0	3.0	2.9	2.9	3.5	3.4	3.0	3.0
Bus stops are clean and well maintained	3.6	3.6	3.7	3.7	3.4	3.4	3.6	3.5	3.8	3.7	3.6	3.5
Trip duration, that is the time from when you boarded to the time you got off the bus	3.6	3.6	3.7	3.7	3.4	3.4	3.5	3.6	3.5	3.4	3.5	3.5
<b>Overall</b>	<b>3.5</b>	<b>3.5</b>	<b>3.6</b>	<b>3.7</b>	<b>3.3</b>	<b>3.3</b>	<b>3.5</b>	<b>3.5</b>	<b>3.5</b>	<b>3.4</b>	<b>3.3</b>	<b>3.4</b>

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.

Q13. And, overall, how would you rate the local transit system using the same 1 to 5 scale? (1=Extremely poor, 5=Excellent)

\* - statistically significant difference at 95% level

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400; Nanaimo=413

Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400; Nanaimo=404.

## Perceptions of Transit Service

Attributes (Mean Rating on a 1-5 scale)	Total		Prince George		Whistler		Chilliwack Regional		Campbell River		Comox Valley	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
Fare prices are reasonable	3.5	3.6	3.7	3.7	3.6	3.6	3.6	3.7	3.8	3.9	3.7	3.7
Bus drivers are courteous	4.0	4.0	4.0	4.0	4.1	4.2	3.9	3.9	4.1	4.1	4.0	4.0
Frequency of scheduled service	3.2	3.2	3.3	3.3	3.3	3.3	3.4	3.2	3.1	3.2	3.0	3.0
Buses run on time/on schedule	3.6	3.6	3.8	3.9	3.4	3.6	3.8	3.8	3.7	3.6	3.7	3.7
Buses are clean and well-maintained	3.9	3.9	3.8	3.9	3.9	4.2*	3.9	3.9	4.1	4.1	4.0	3.9
Personal safety while riding local buses	3.9	3.9	3.9	4.0	4.2	4.4*	3.9	3.8	4.1	4.1	4.0	4.0
Personal safety while waiting for local buses	3.6	3.6	3.5	3.5	4.0	4.2*	3.4	3.5	3.6	3.6	3.8	3.7
Availability and accuracy of schedule information	3.6	3.6	3.5	3.7	3.7	3.5	3.7	3.7	3.7	3.6	3.6	3.6
Buses not being overcrowded	3.8	3.8	4.2	4.1	3.5*	3.3	4.1	4.0	4.1	4.3*	4.1	4.1
Buses have a direct route	3.4	3.4	3.3	3.3	3.5	3.6	3.6	3.5	3.6	3.5	3.3	3.3
Bus/fare payment options convenient & easy to use	3.6	3.6*	3.7	3.7	3.7	3.6	3.6	3.7	3.7	3.7	3.6	3.6
Buses have good connections with reasonable wait times	3.3	3.3	3.4	3.4	3.4	3.3	3.4	3.3	3.3	3.3	3.1	3.2
Bus stops have enough amenities such as shelters, benches, information & trash cans	3.1	3.1	2.9	2.9	3.5	3.6	2.9	3.0	3.0	2.9	3.1	3.1
Bus stops are clean and well maintained	3.6	3.6	3.4	3.5	3.8	3.9	3.7	3.6	3.6	3.7	3.7	3.7
Trip duration, that is the time from when you boarded to the time you got off the bus	3.6	3.6	3.5	3.5	3.8	3.8	3.7	3.7	3.8	3.8	3.6	3.6
<b>Overall</b>	<b>3.5</b>	<b>3.5</b>	<b>3.5</b>	<b>3.5</b>	<b>3.7</b>	<b>3.7</b>	<b>3.6</b>	<b>3.5</b>	<b>3.7</b>	<b>3.6</b>	<b>3.5</b>	<b>3.4</b>

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.

Q13. And, overall, how would you rate the local transit system using the same 1 to 5 scale? (1=Extremely poor, 5=Excellent)

\* - statistically significant difference at 95% level

Annual Base 2017/2018: Total=6,379; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367; Comox Valley=400.

Annual Base 2016/2017: Total=6,365; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400; Comox Valley=400.



## Perceptions of Transit Service

Attributes (Mean Rating on a 1-5 scale)	Total		Cowichan Valley		Penticton		Vernon Regional		Tier 3 Communities	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
Fare prices are reasonable	3.5	3.6	3.7	3.8	3.9	3.8	3.7	3.7	3.8	3.7
Bus drivers are courteous	4.0	4.0	4.0	4.0	4.2	4.3	4.0	3.9	4.1	4.1
Frequency of scheduled service	3.2	3.2	3.1	2.9	3.3	3.4	3.1	3.0	3.1	3.1
Buses run on time/on schedule	3.6	3.6	3.8	3.7	4.0	4.1	3.9*	3.6	3.6	3.7
Buses are clean and well-maintained	3.9	3.9	4.0	4.0	4.2	4.2	3.9	3.9	4.0	4.0
Personal safety while riding local buses	3.9	3.9	4.0	3.9	4.2	4.1	3.9	3.8	4.1	4.1
Personal safety while waiting for local buses	3.6	3.6	3.6	3.6	3.9	3.9	3.6*	3.3	3.7	3.6
Availability and accuracy of schedule information	3.6	3.6	3.7	3.6	3.7	3.7	3.5	3.5	3.5	3.6
Buses not being overcrowded	3.8	3.8	4.1	4.1	4.3	4.3	4.1	3.9	4.1	4.1
Buses have a direct route	3.4	3.4	3.4	3.3	3.7	3.7	3.4	3.4	3.5	3.6
Bus/fare payment options convenient & easy to use	3.6	3.6*	3.8	3.7	3.9*	3.7	3.7	3.6	3.6	3.5
Buses have good connections with reasonable wait times	3.3	3.3	3.3	3.1	3.6	3.6	3.3	3.1	3.2	3.3
Bus stops have enough amenities such as shelters, benches, information & trash cans	3.1	3.1	3.1	2.9	3.5	3.4	3.0	2.8	2.8	2.9
Bus stops are clean and well maintained	3.6	3.6	3.8	3.7	4.0	4.0	3.6	3.5	3.6	3.6
Trip duration, that is the time from when you boarded to the time you got off the bus	3.6	3.6	3.6	3.5	3.9	3.9	3.5	3.5	3.7	3.7
<b>Overall</b>	<b>3.5</b>	<b>3.5</b>	<b>3.4</b>	<b>3.4</b>	<b>3.8</b>	<b>3.7</b>	<b>3.4</b>	<b>3.3</b>	<b>3.5</b>	<b>3.5</b>

Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas.

Q13. And, overall, how would you rate the local transit system using the same 1 to 5 scale? (1=Extremely poor, 5=Excellent)

\* - statistically significant difference at 95% level

Annual Base 2017/2018: Total=6,379; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.

Annual Base 2016/2017: Total=6,365; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

## Key Findings: Use and Satisfaction with Transit Information Sources

### **BC Transit's Information Online**

- ❑ At a total BC level, more than one-half (57%) accessed BC Transit's information online, with Whistler (76%) and Victoria residents (73%) using this information the most.
- ❑ Of those who accessed BC Transit's information online, six-in-ten (61%) users overall give positive ratings (4 or 5 on a scale of 5, average of 3.7) to the quality of online information. Among the communities, more users in Kamloops (75%), Campbell River (70%) and Prince George (67%) give positive ratings to the online information than other regions. The proportion of Vernon users (54%) providing a rating of 4 or 5 is lowest of all the communities.

### **BC Transit Telephone Information Service**

- ❑ Province-wide, 18% have used BC Transit's Telephone Information Service.
- ❑ Of these users, six-in-ten (60%) rate the quality of the telephone information service 4 or 5 out of 5. Among the communities, those in the Penticton show the highest positive ratings (75% rating the quality 4 or 5), while the percentage of Vernon users providing positive ratings is the lower than the rest of the communities (47% rating the telephone information service 4 or 5).

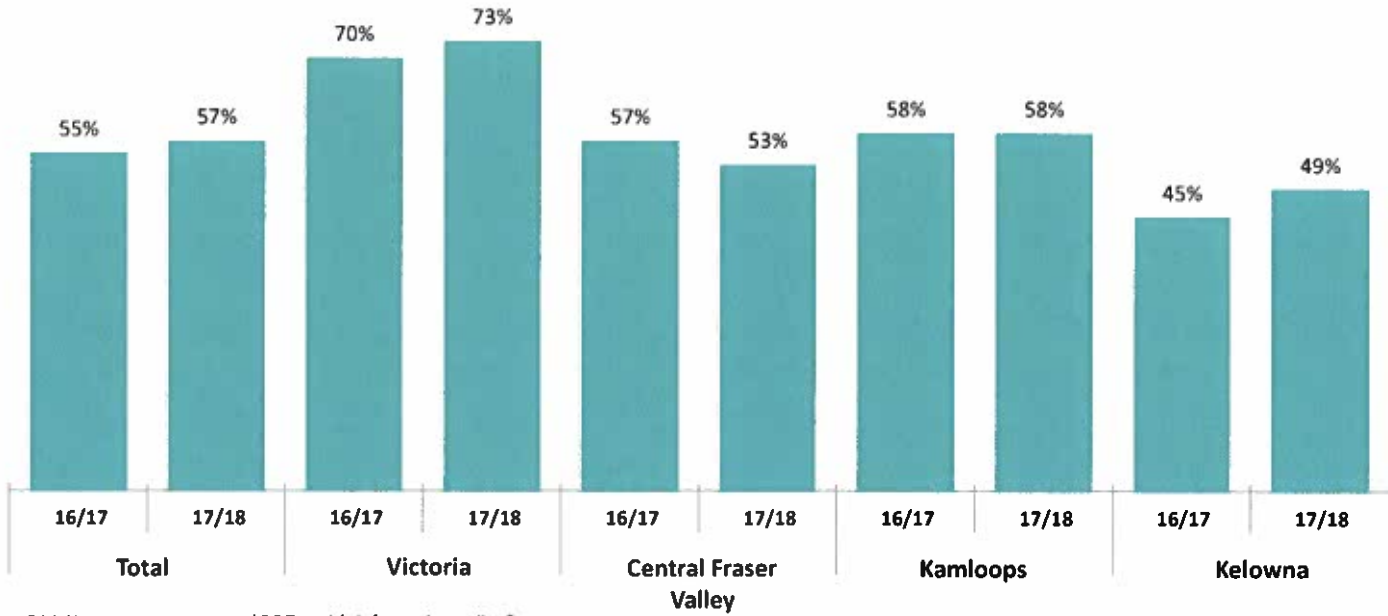
## Key Findings: Use and Satisfaction with Transit Information Sources

### *Primary Source of Information*

- ❑ Province-wide, three-in-ten (31%) say they use online (including 'Internet', 'Google maps' and 'Smart phone applications') as their primary source of information regarding public transit. Whistler (44%), Victoria (37%), and Nanaimo (32%) residents have the highest proportion of those who use online as their primary source of information for public transit.
- ❑ Overall in BC, 14% use printed bus schedules as their primary source of transit information. Primary use ranges from 11% in Kelowna to 20% in Prince George.
- ❑ Over 2-in-10 (21%) province-wide use the BC Transit Website as their primary source of transit information, which is slightly more than in the previous year (18% in 2016/17); highest use is from Victoria (27%) and Kamloops (23%).

## Use and Satisfaction with Transit Information Sources

### % Accessed BC Transit's Information Online

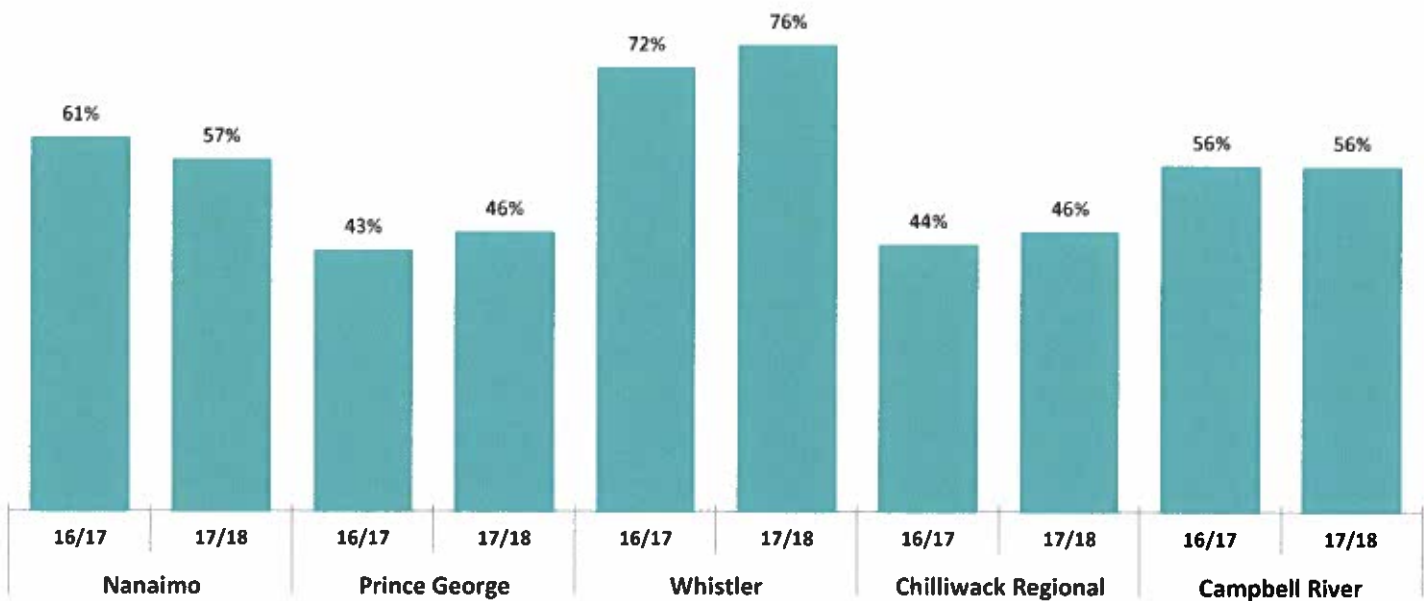


Q14. Have you ever accessed BC Transit's information online?

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400.  
 Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400.

## Use and Satisfaction with Transit Information Sources

### % Accessed BC Transit's Information Online

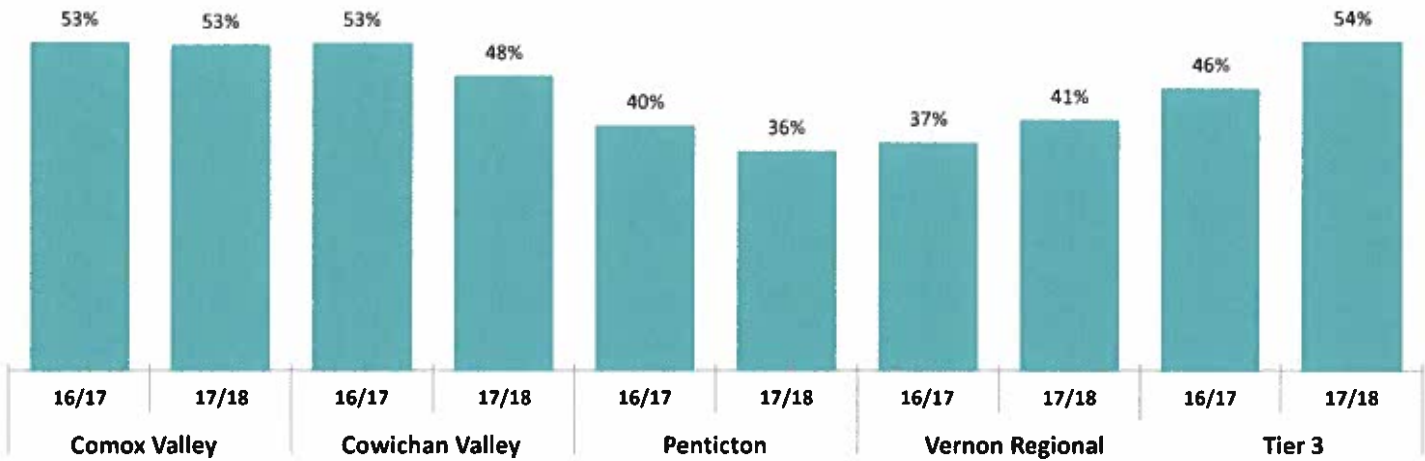


Q14. Have you ever accessed BC Transit's information online?

Annual Base 2017/2018: Total=6,379; Nanaimo=413; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367.  
Annual Base 2016/2017: Total=6,365; Nanaimo=404; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400.

Use and Satisfaction with Transit Information Sources

% Accessed BC Transit's Information Online

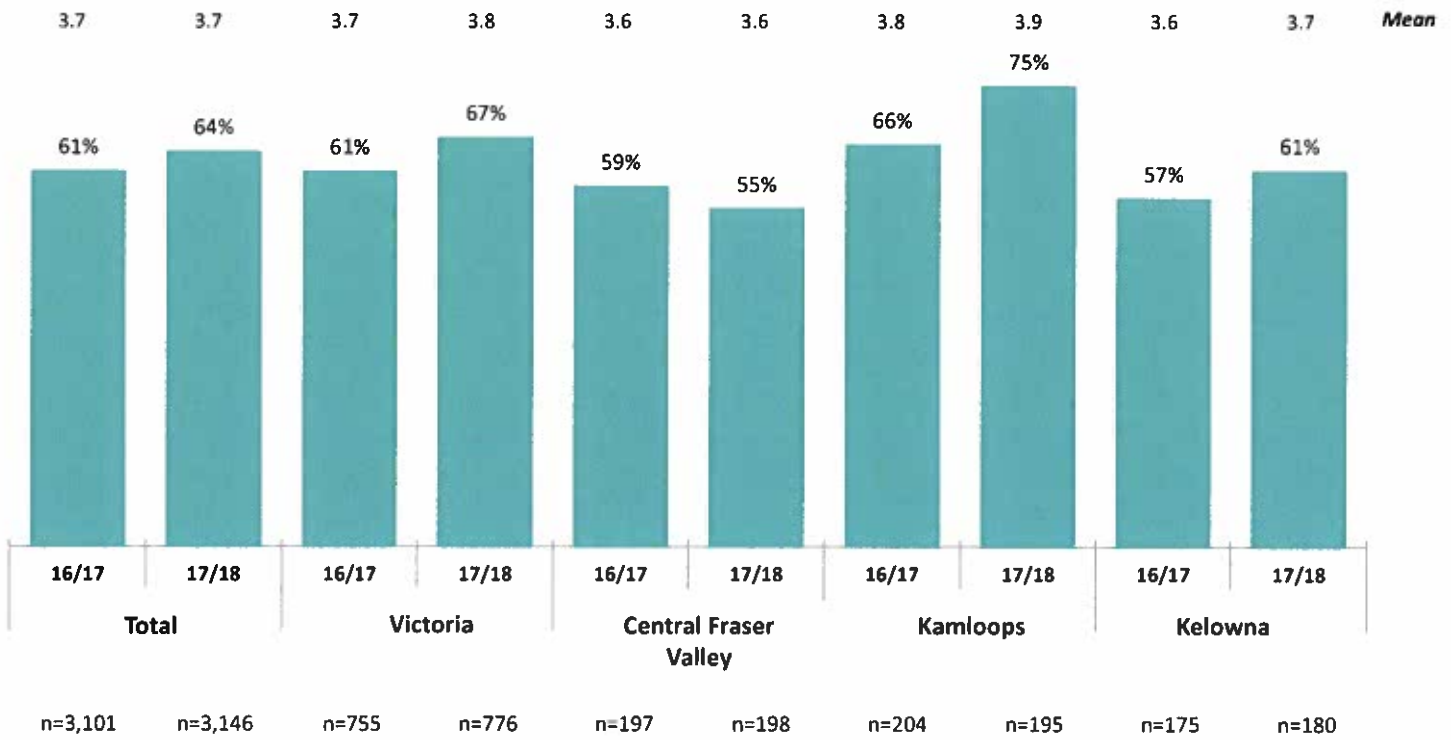


Q14. Have you ever accessed BC Transit's information online?

Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365; Comox Valley=400; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

Use and Satisfaction with Transit Information Sources

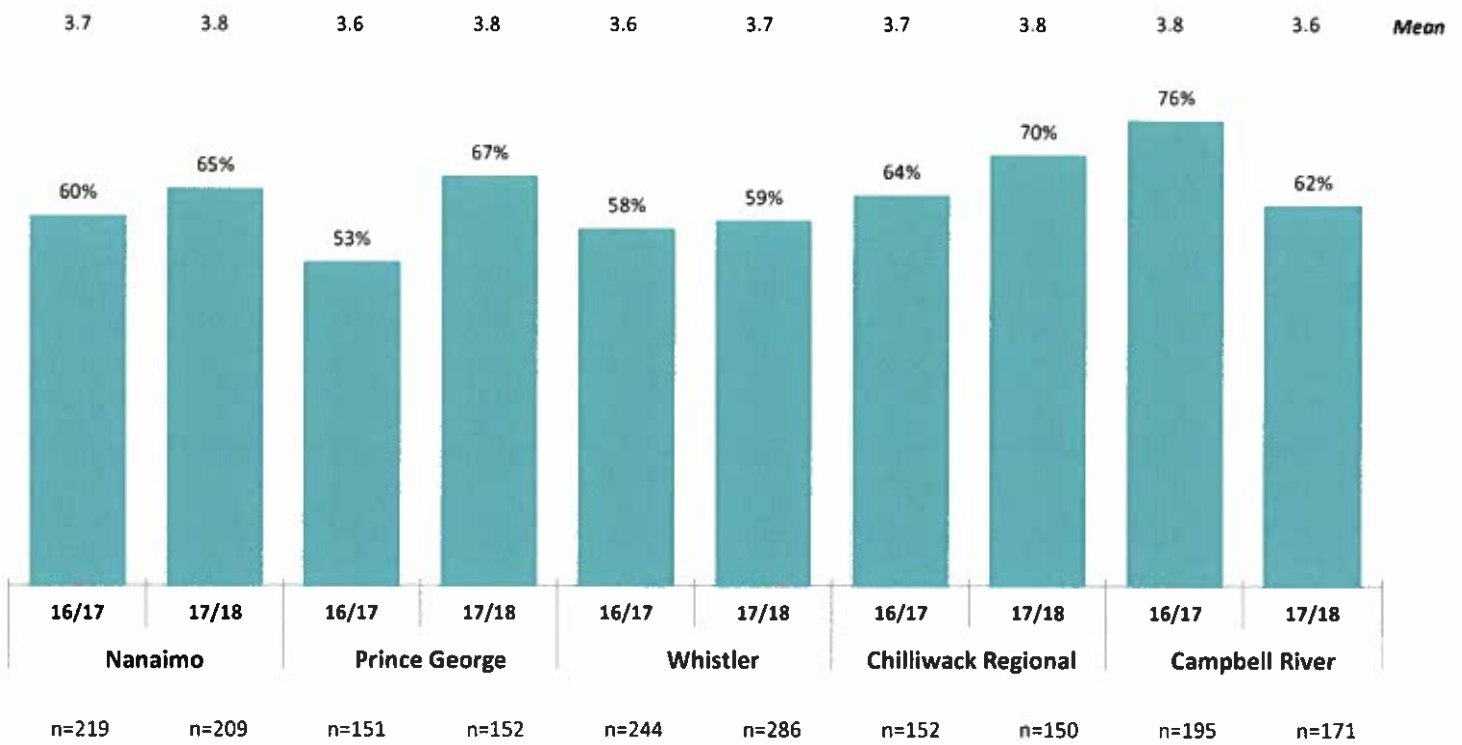
**Quality of BC Transit's Information Online**  
 (Among those who accessed BC Transit's Information Online)  
 (% Rating 4 or 5 out of 5)



Q15. On the same scale where 1 means extremely poor and 5 means excellent, how would you rate the quality of BC Transit's information online?

Use and Satisfaction with Transit Information Sources

**Quality of BC Transit's Information Online**  
 (Among those who accessed BC Transit's Information Online)  
 (% Rating 4 or 5 out of 5)

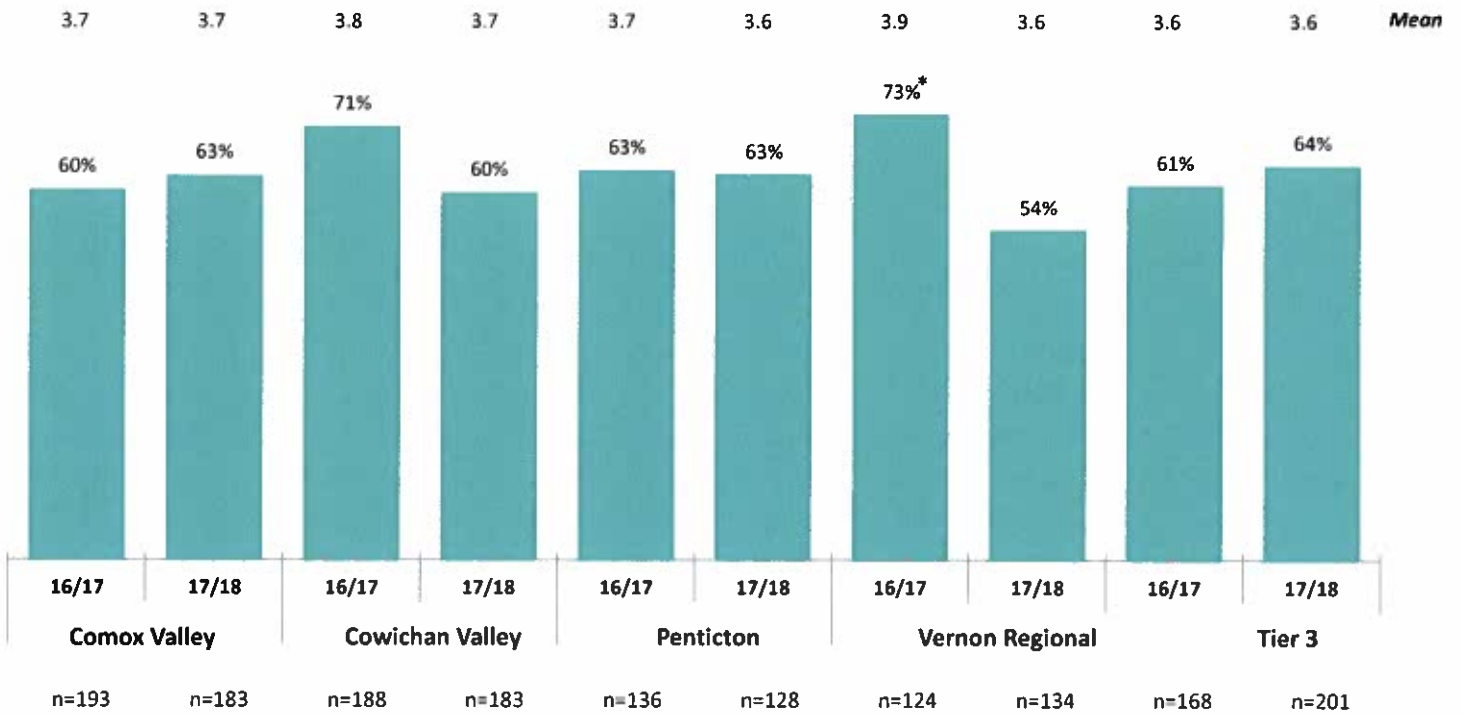


Q15 On the same scale where 1 means extremely poor and 5 means excellent, how would you rate the quality of BC Transit's information online?



Use and Satisfaction with Transit Information Sources

**Quality of BC Transit's Information Online**  
 (Among those who accessed BC Transit's Information Online)  
 (% Rating 4 or 5 out of 5)

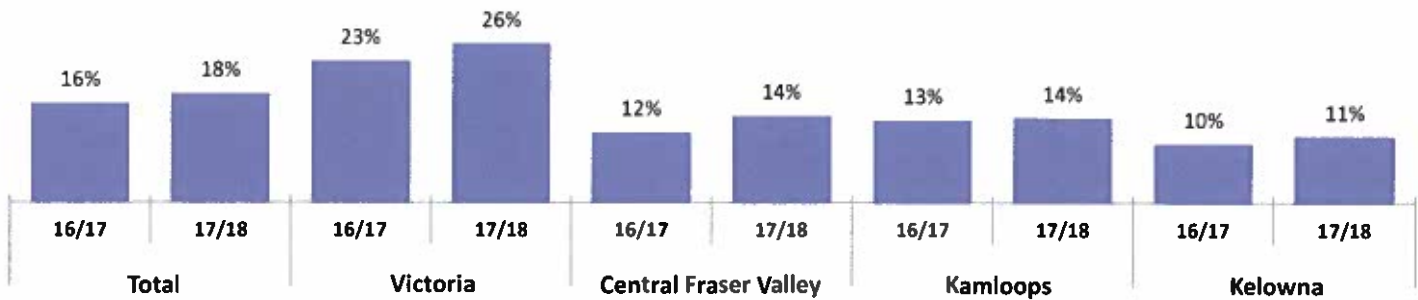


Q15. On the same scale where 1 means extremely poor and 5 means excellent, how would you rate the quality of BC Transit's information online?

\* - statistically significant difference at 95% level

## Use and Satisfaction with Transit Information Sources

### % Used BC Transit Telephone Information Service



Q16. Have you ever used the BC Transit Telephone Information Service?

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400.  
 Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400.

## Use and Satisfaction with Transit Information Sources

### % Used BC Transit Telephone Information Service



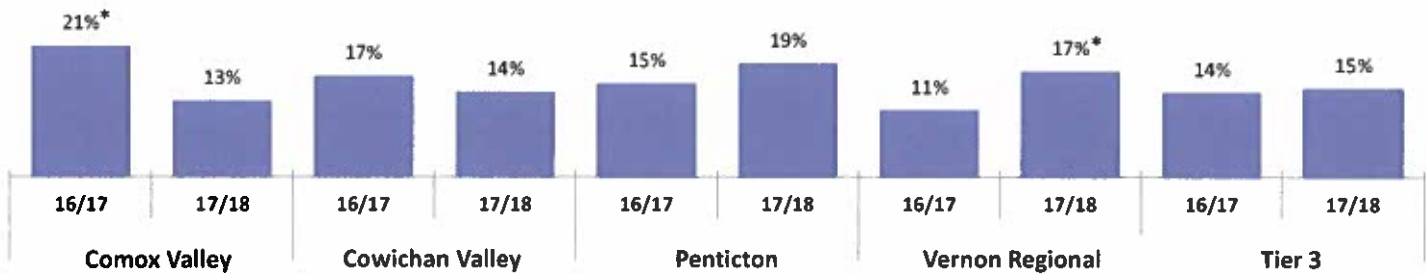
Q16. Have you ever used the BC Transit Telephone Information Service?

Annual Base 2017/2018: Total=6,379; Nanaimo=413; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367.

Annual Base 2016/2017: Total=6,365; Nanaimo=404; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400.

## Use and Satisfaction with Transit Information Sources

### % Used BC Transit Telephone Information Service



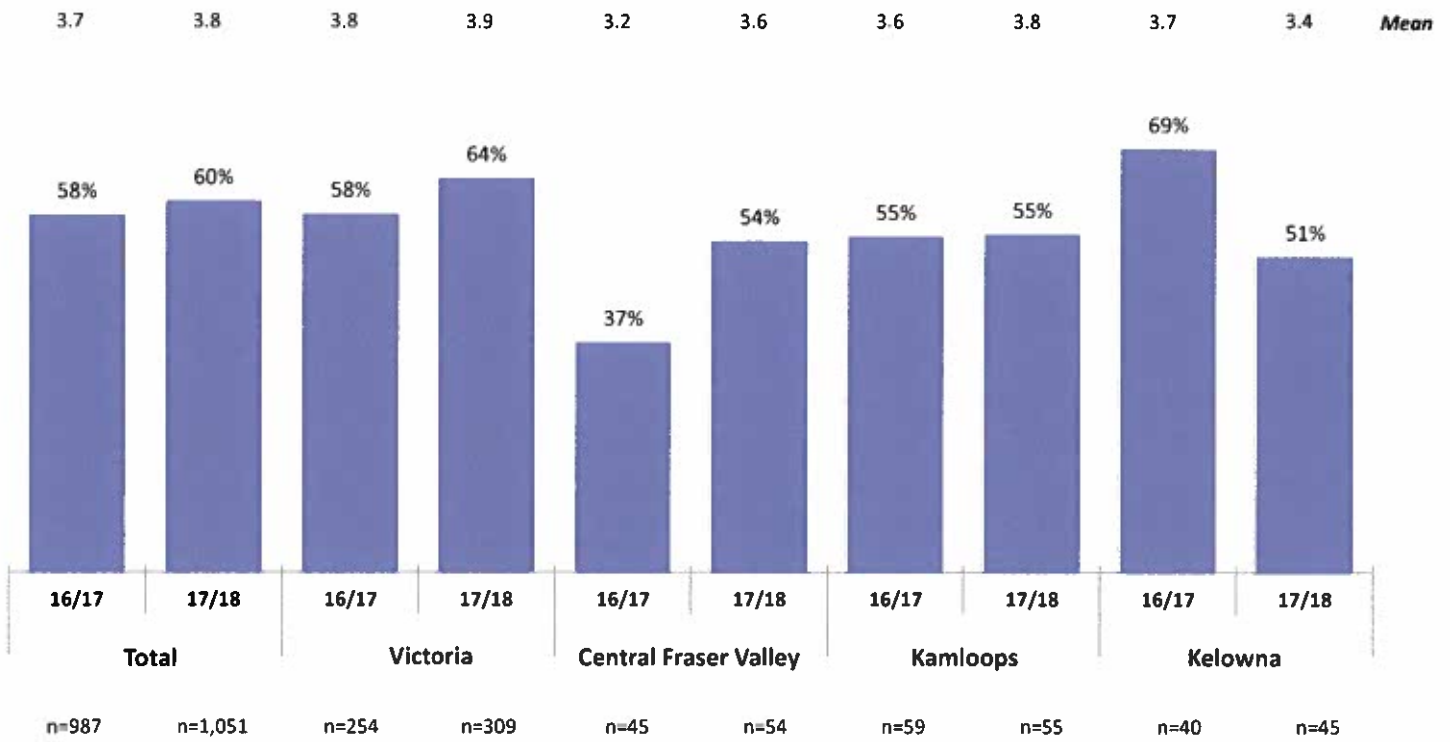
Q16. Have you ever used the BC Transit Telephone Information Service?

Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365 ; Comox Valley=400; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

\* - statistically significant difference at 95% level

Use and Satisfaction with Transit Information Sources

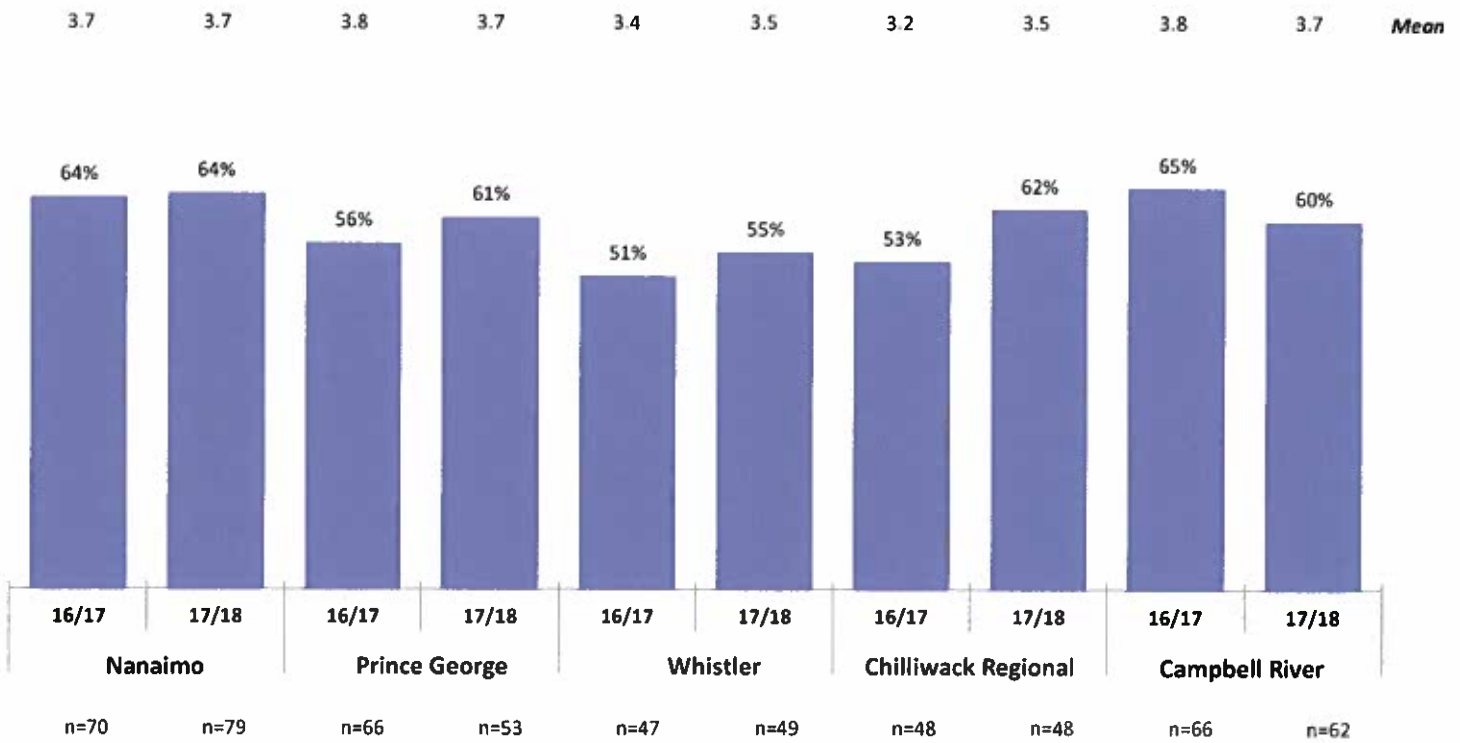
**Quality of Telephone Information Service**  
 (Among Those Who Have Used the Telephone Information Service)  
 (% Rating 4 or 5 out of 5)



Q17. On the same scale where 1 means extremely poor and 5 means excellent, how would you rate the quality of the telephone information service?

Use and Satisfaction with Transit Information Sources

**Quality of Telephone Information Service**  
 (Among Those Who Have Used the Telephone Information Service)  
 (% Rating 4 or 5 out of 5)

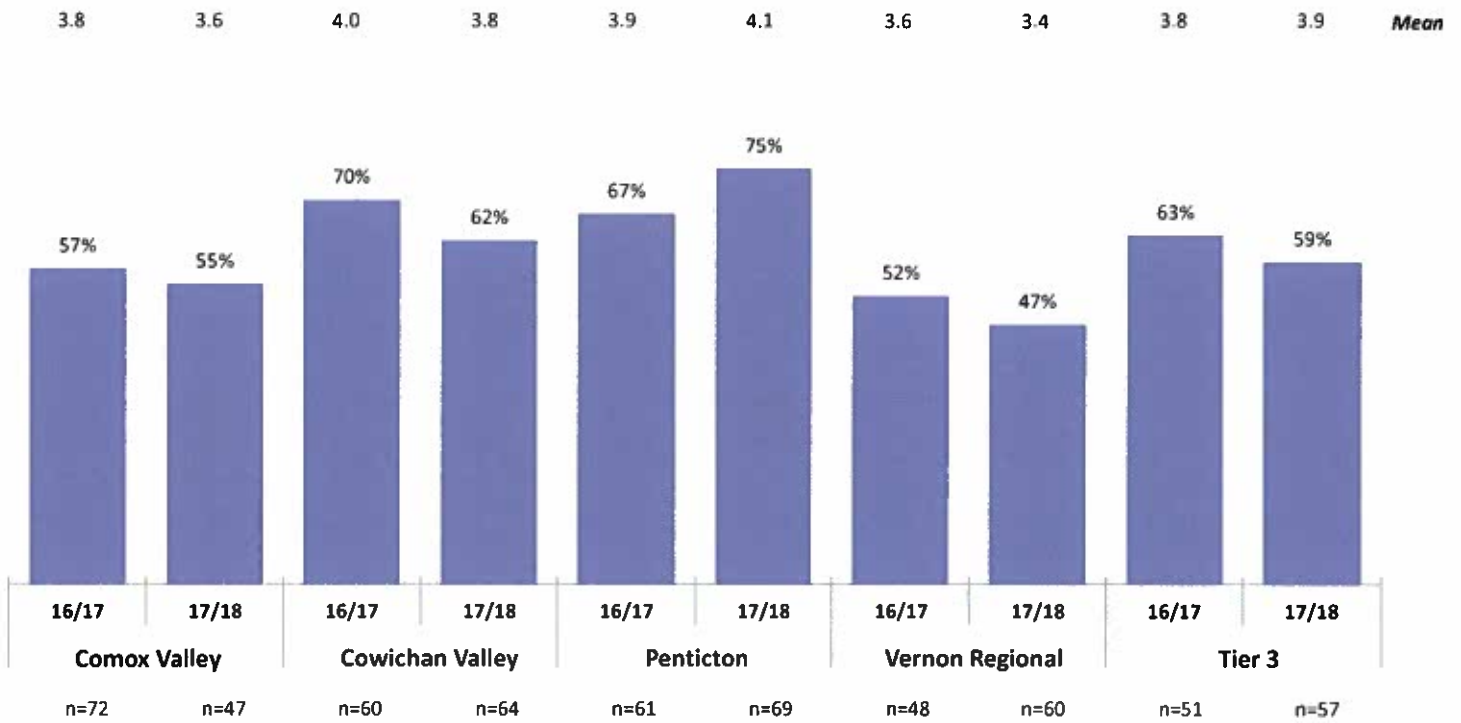


Q17. On the same scale where 1 means extremely poor and 5 means excellent, how would you rate the quality of the telephone information service?



## Use and Satisfaction with Transit Information Sources

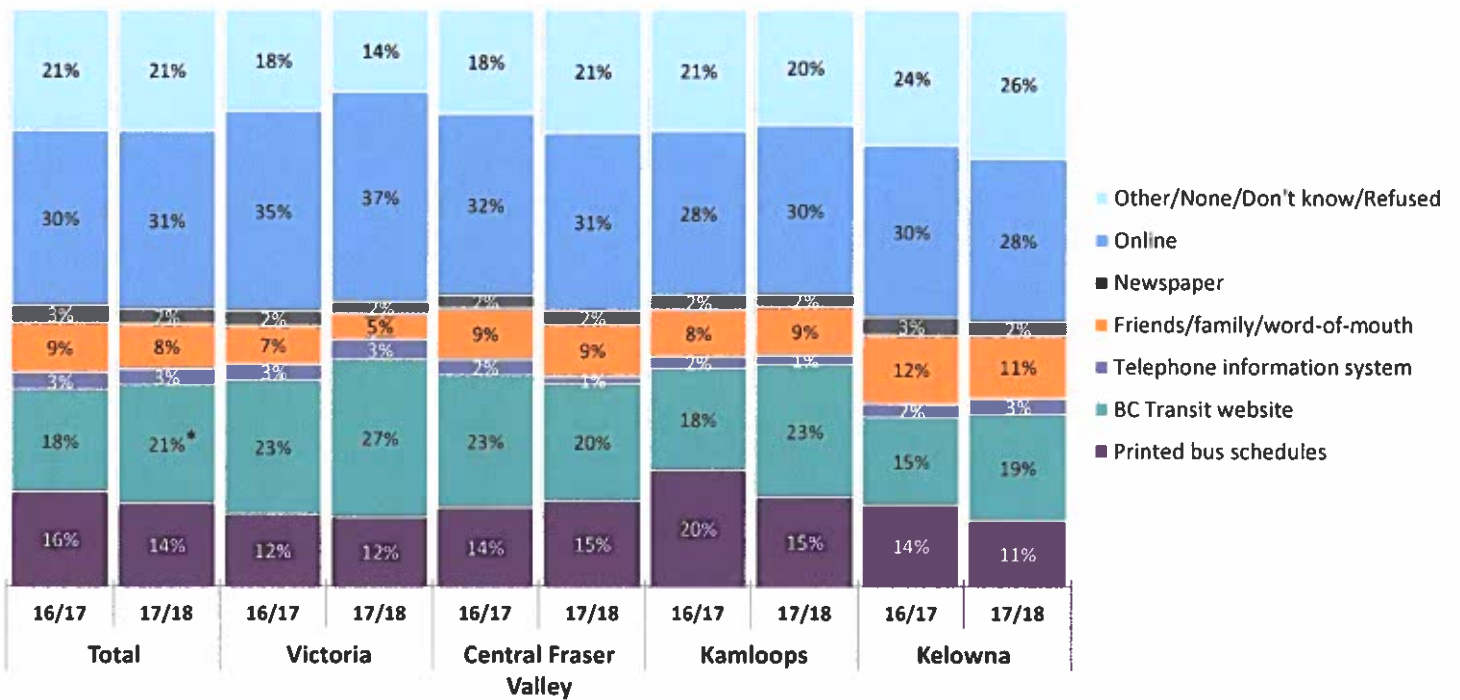
### Quality of Telephone Information Service (Among Those Who Have Used the Telephone Information Service) (% Rating 4 or 5 out of 5)



Q17. On the same scale where 1 means extremely poor and 5 means excellent, how would you rate the quality of the telephone information service?

## Use and Satisfaction with Transit Information Sources

### Primary Source of Information



Q18. What is your primary source for information regarding public transit?

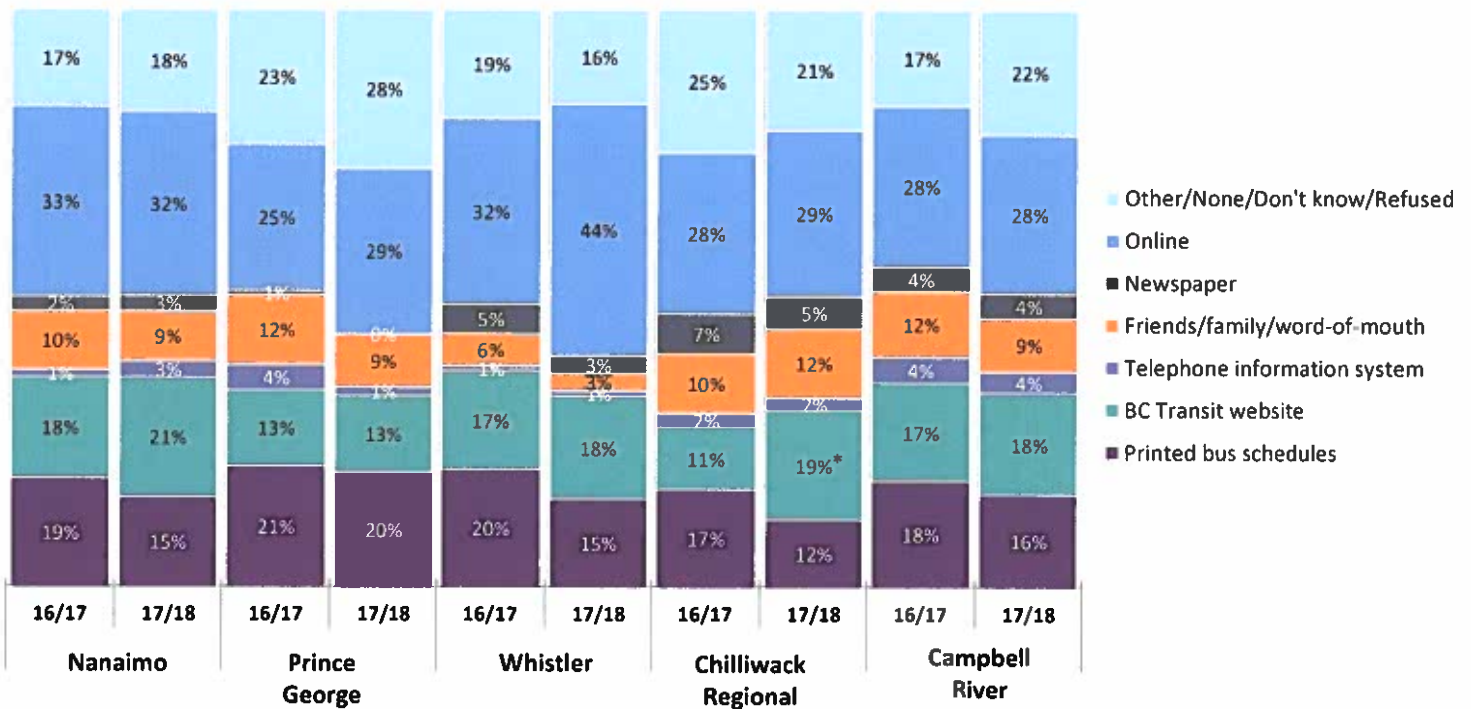
Annual Base 2017/2018: Total=6,379, Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400.  
 Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400.

\* - statistically significant difference at 95% level



## Use and Satisfaction with Transit Information Sources

### Primary Source of Information



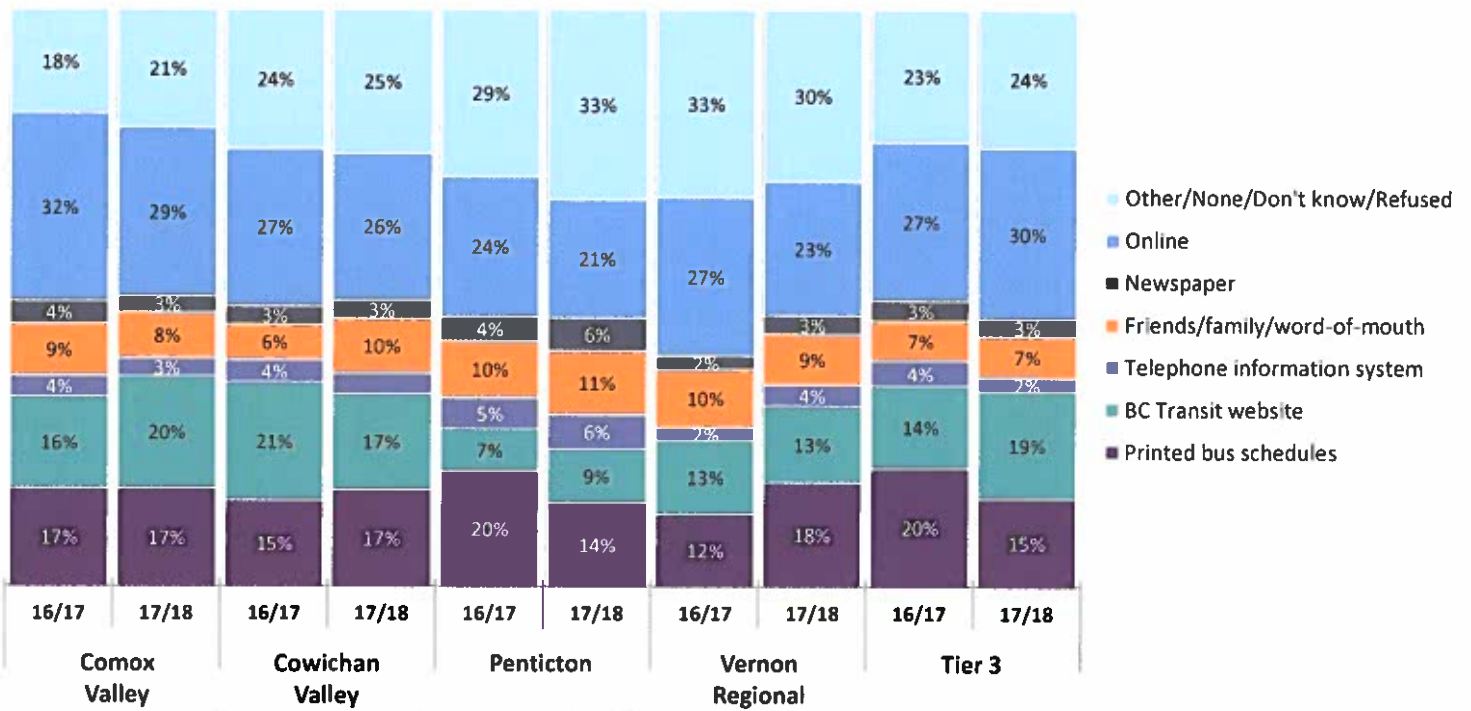
Q18. What is your primary source for information regarding public transit?

Annual Base 2017/2018: Total=6,379; Nanaimo=413; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367.  
 Annual Base 2016/2017: Total=6,365; Nanaimo=404; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400.

\* - statistically significant difference at 95% level

## Use and Satisfaction with Transit Information Sources

### Primary Source of Information



Q18. What is your primary source for information regarding public transit?

Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365; Comox Valley=400; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

## Key Findings: Advertising Recall

### *Promotions Recalled*

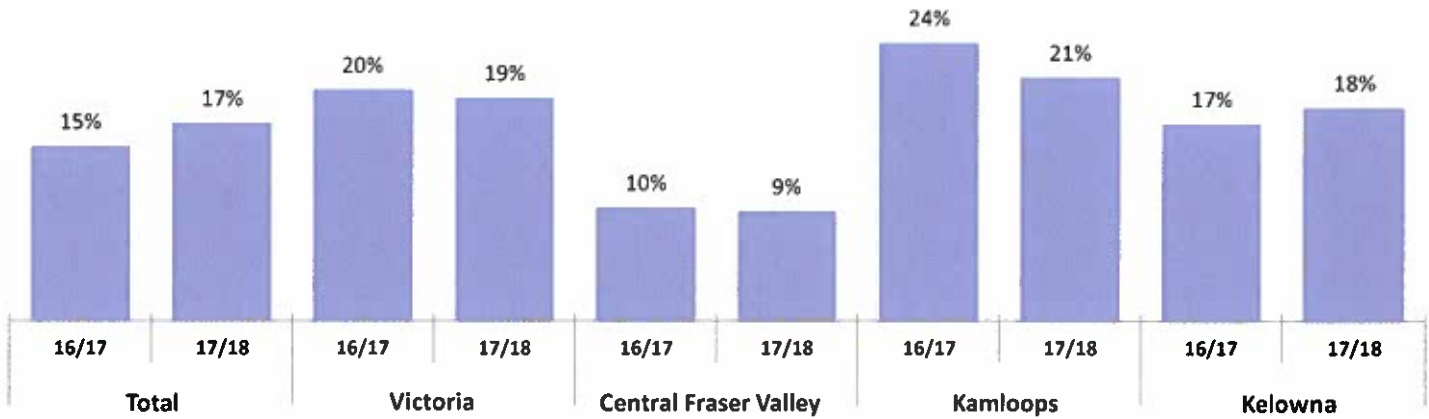
- ❑ Province-wide, only 17% of residents recall seeing advertising or promotions for public transit over the past few months. Among all BC Transit's service areas, Whistler (24%), Prince George (24%), Campbell River (23%), and Comox Valley (25%) residents tend to have a higher advertising recall compared to others.
- ❑ Vernon residents are significantly more likely to recall seeing advertising or promotions in 2017/18 (20%) compared to the previous year (9% in 2016/17).

### *Source of Recall*

- ❑ Key sources of advertising recall regarding information on the transit service in their area include newspaper (26%), on buses (21%), radio (19%), and television (13%).
- ❑ Newspaper is the main source of advertising recall in Cowichan Valley (62%), Penticton (52%), Comox Valley (48%), Whistler (42%), Vernon (42%), Campbell River (37%), Chilliwack (34%), Nanaimo (33%), Tier 3 communities (28%), Central Fraser Valley (28%), while radio is the main source in Prince George (37%).
- ❑ Kamloops (34%), Kelowna (32%) and Victoria (26%) residents recall seeing advertising primarily on buses. Campbell River residents are significantly more likely to recall seeing advertising on social media in 2017/18 (11%) compared to 2016/17 (1%).

## Advertising Recall

### Unaided Recall of Advertising or Promotions for Public Transit

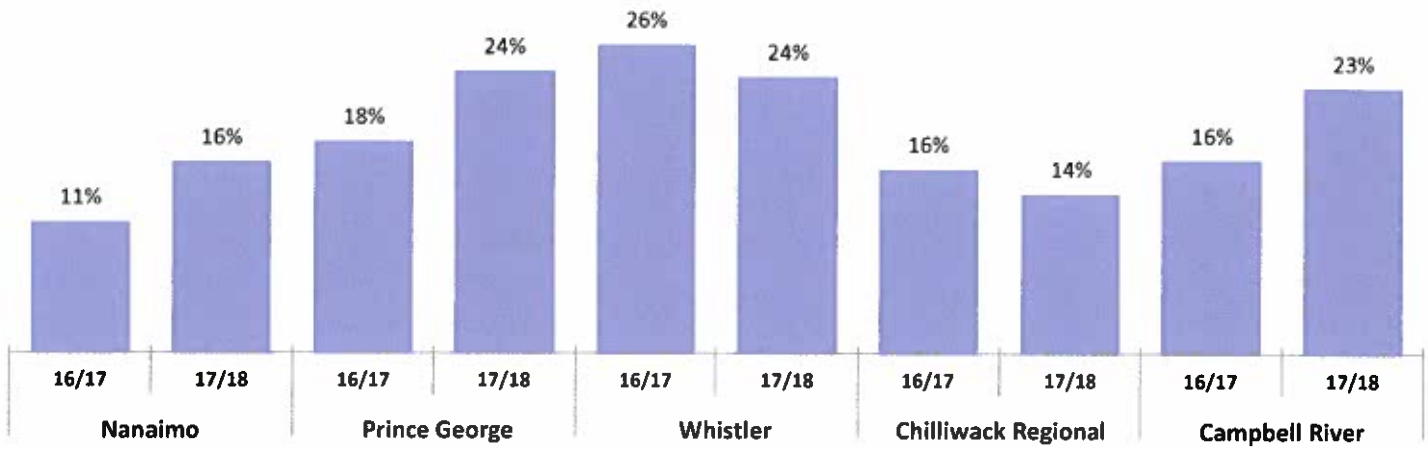


Q19. In the past few months, have you seen or heard about any advertising or promotion for public transit in your area?

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400.  
 Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400.

## Advertising Recall

### Unaided Recall of Advertising or Promotions for Public Transit

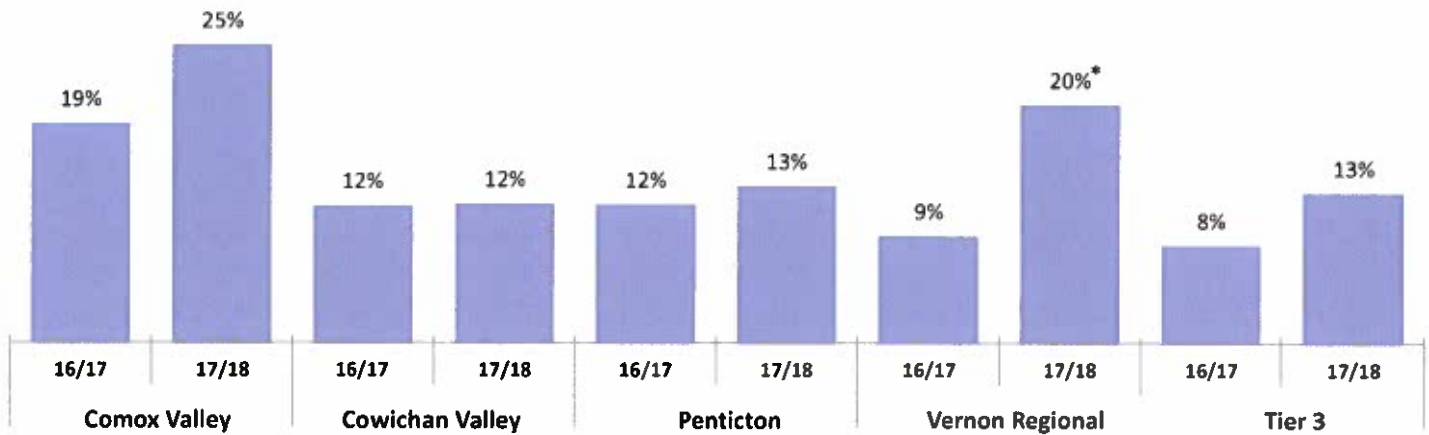


Q19. In the past few months, have you seen or heard about any advertising or promotion for public transit in your area?

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## Advertising Recall

### Unaided Recall of Advertising or Promotions for Public Transit



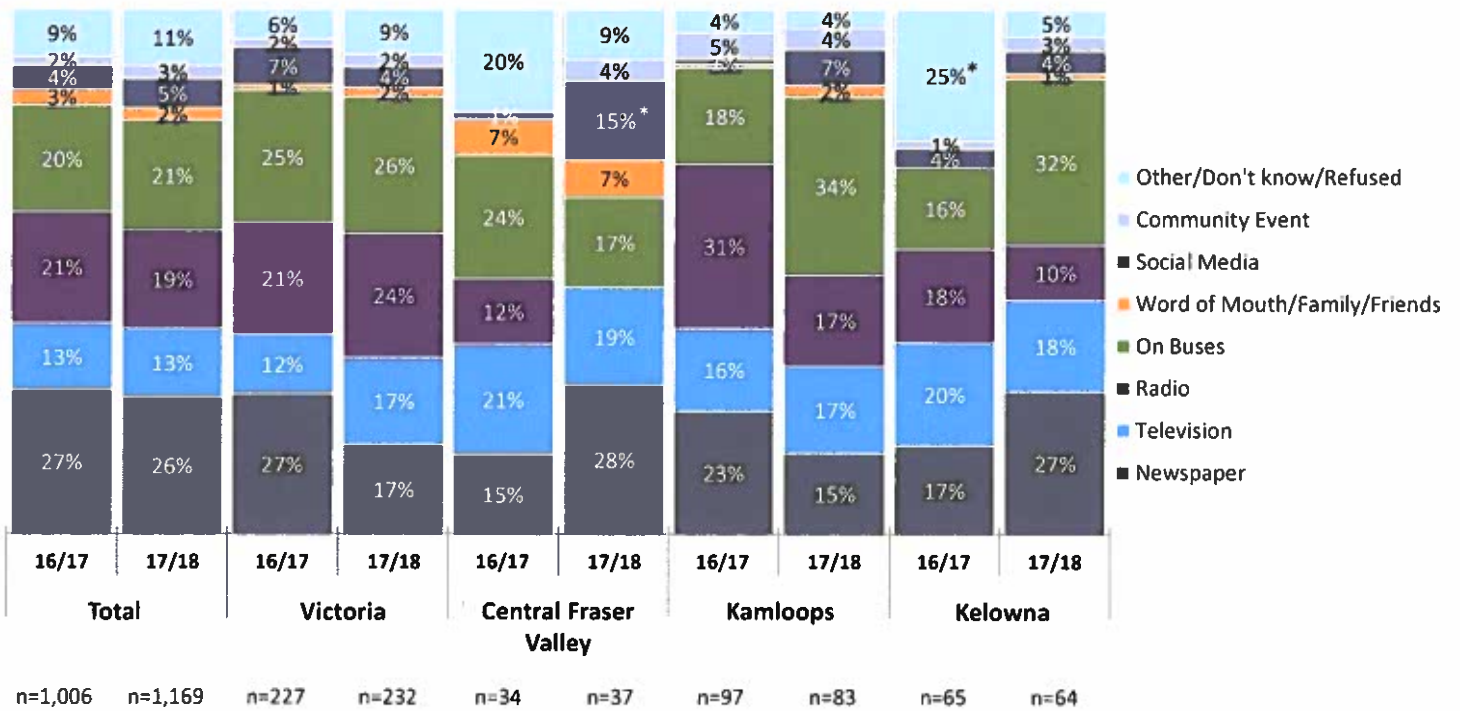
Q19. In the past few months, have you seen or heard about any advertising or promotion for public transit in your area?

Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365; Comox Valley=400; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401

\* - statistically significant difference at 95% level

## Advertising Recall

**Source of Recall:  
Advertising/Promotion**  
(Multiple Mentions Allowed)

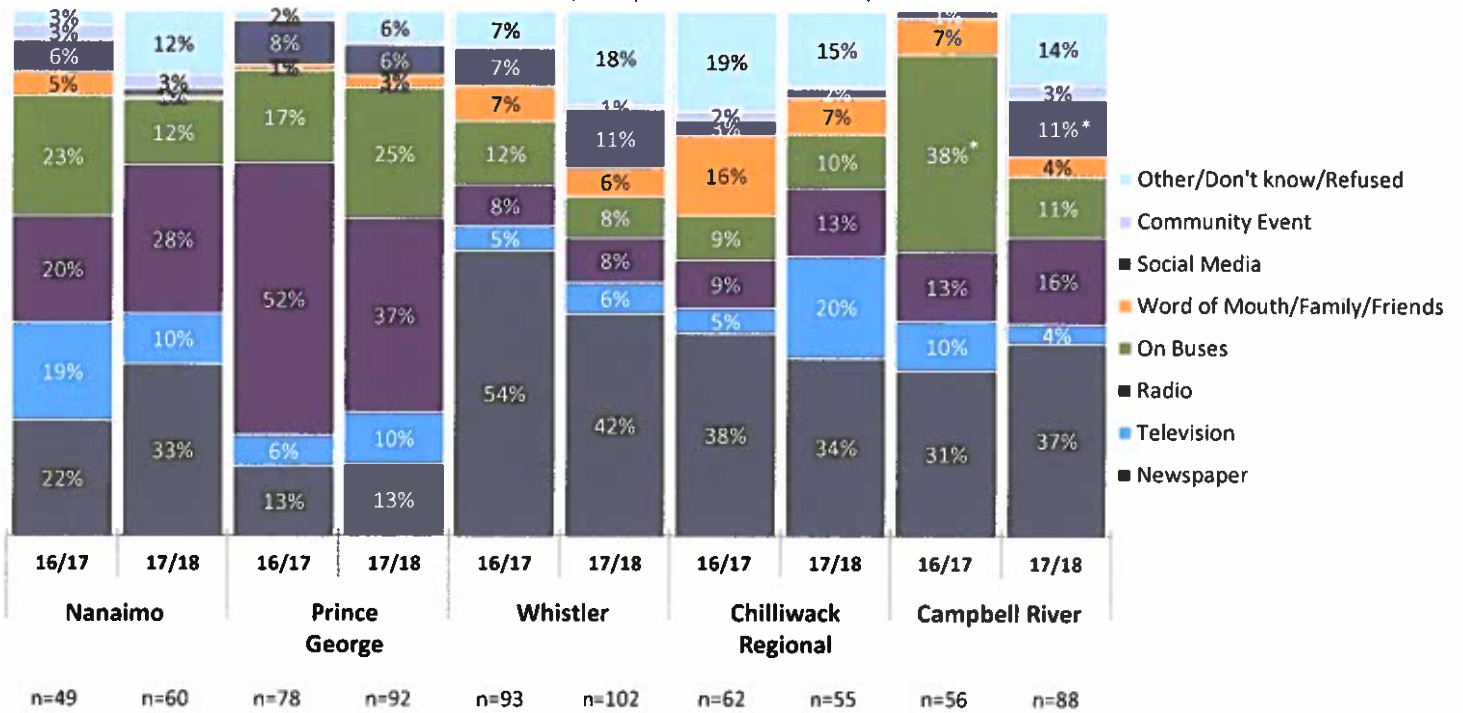


Q21. Where did you see or hear about the advertising or promotion?

\* - statistically significant difference at 95% level

## Advertising Recall

**Source of Recall:  
Advertising/Promotion**  
(Multiple Mentions Allowed)



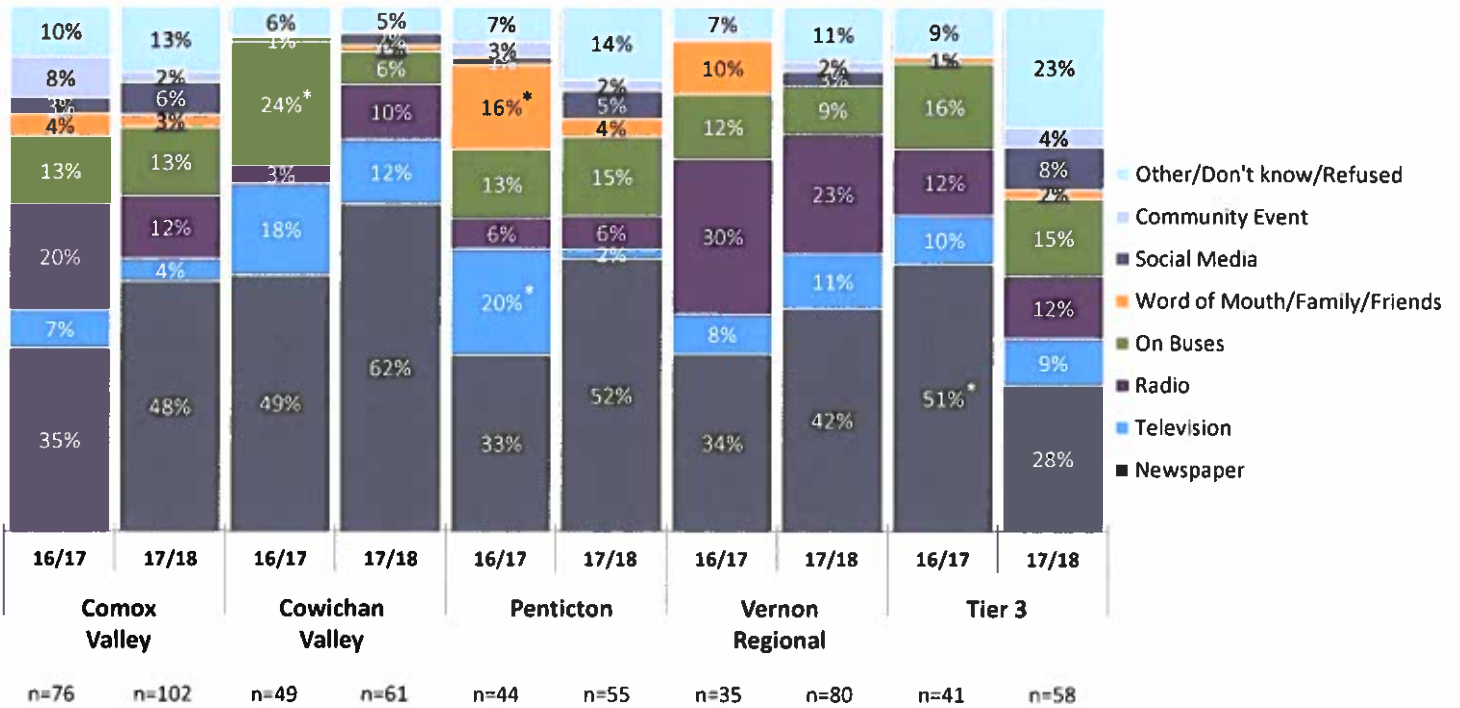
Q21. Where did you see or hear about the advertising or promotion?

\* - statistically significant difference at 95% level



## Advertising Recall

**Source of Recall:  
Advertising/Promotion**  
(Multiple Mentions Allowed)



Q21. Where did you see or hear about the advertising or promotion?

\* - statistically significant difference at 95% level

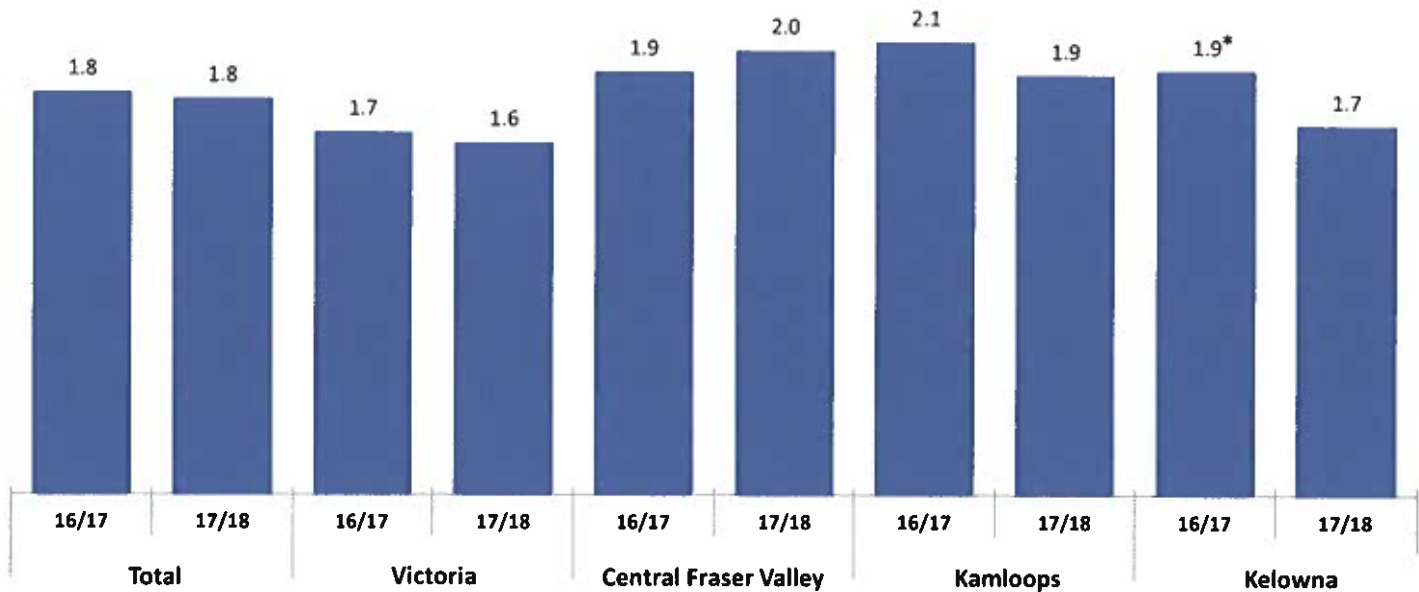
## Key Findings: Availability of Vehicles

### ***Average Number of Vehicles in Household***

- ❑ Over the 2017/18 period, the average household in BC Transit's operating area has 1.8 vehicles
- ❑ Residents of Prince George, Chilliwack, and Campbell River own or lease the highest average number of vehicles per household, with 2.1.
- ❑ In comparison to the previous year, the average number of vehicles significantly decreased in Kelowna (1.9 in 2016/17 vs. 1.7 in 2017/18), but increased in Campbell River (1.9 in 2016/17 vs. 2.1 in 2017/18).

## Availability and Use of Vehicles

### Average Number of Vehicles in Household



QD3. How many motor vehicles, including motorcycles, do you and the other members of your household own or lease?

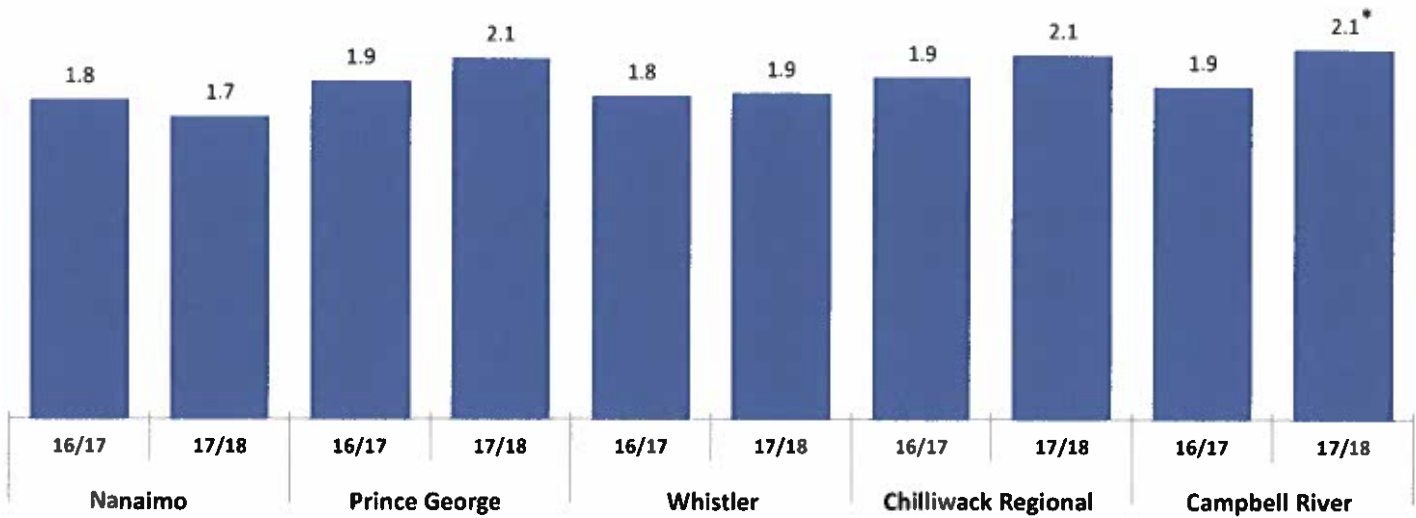
\* - statistically significant difference at 95% level

Annual Base 2017/2018: Total=6,379, Victoria=1,199, Central Fraser Valley=400, Kamloops=400, Kelowna=400.

Annual Base 2016/2017: Total=6,365, Victoria=1,202, Central Fraser Valley=400, Kamloops=400, Kelowna=400.

## Availability and Use of Vehicles

### Average Number of Vehicles in Household



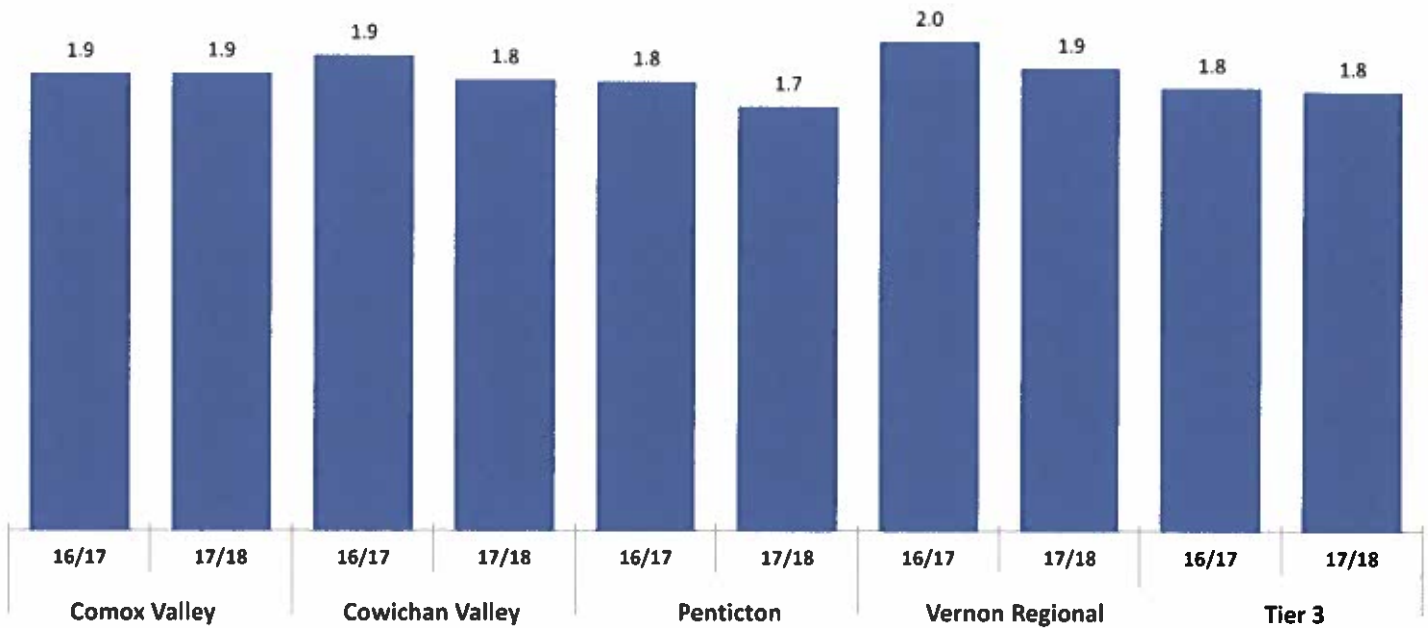
QD3. How many motor vehicles, including motorcycles, do you and the other members of your household own or lease?

Annual Base 2017/2018: Total=6,379; Nanaimo=413; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367.  
 Annual Base 2016/2017: Total=6,365; Nanaimo=404; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400.

\* - statistically significant difference at 95% level

Availability and Use of Vehicles

Average Number of Vehicles in Household



QD3. How many motor vehicles, including motorcycles, do you and the other members of your household own or lease?

Annual Base 2017/2018: Total=6,379; Comox Valley=400; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.

Annual Base 2016/2017: Total=6,365, Comox Valley=400; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

## Demographic Profile

### ***Overall BC Transit Ridership Profile***

- At a total BC level, over half (53%) of respondents are women and seven-in-ten (70%) of residents consider themselves to be living in an urban area.
- Province-wide, four-in-ten (40%) classify their household income in the \$65,000+ range and almost three-in-ten (29%) indicate their household income fits in the range of \$25,000 to <\$65,000.

## Demographics

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
<b>Municipality of Residence</b>												
Victoria	25%	26%	100%	100%								
Central Fraser Valley	11%	12%			100%	100%						
Kamloops	6%	6%					100%	100%				
Kelowna	8%	8%							100%	100%		
Nanaimo	8%	8%									100%	100%
Prince George	6%	6%										
Whistler	1%	1%										
Chilliwack	5%	5%										
Campbell River	2%	2%										
Comox Valley	3%	3%										
Cowichan Valley	1%	1%										
Penticton	3%	3%										
Vernon	4%	5%										
Tier 3 Communities	16%	16%										
<b>Area of Residence</b>												
Urban	70%	73%	81%	80%	77%	85%*	84%	81%	77%	81%	74%	75%
Rural	27%	25%	17%	18%	22%	12%	14%	17%	19%	17%	24%	24%

Annual Base 2017/2018: Total=6,379, Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400; Nanaimo=413.  
 Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400; Nanaimo=404.

\* - statistically significant difference at 95% level

## Demographics

	Total		Prince George		Whistler		Chilliwack Regional		Campbell River		Comox Valley	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
<b>Municipality of Residence</b>												
Victoria	25%	26%										
Central Fraser Valley	11%	12%										
Kamloops	6%	6%										
Kelowna	8%	8%										
Nanaimo	8%	8%										
Prince George	6%	6%	100%	100%								
Whistler	1%	1%			100%	100%						
Chilliwack	5%	5%					100%	100%				
Campbell River	2%	2%							100%	100%		
Comox Valley	3%	3%									100%	100%
Cowichan Valley	1%	1%										
Penticton	3%	3%										
Vernon	4%	5%										
Tier 3 Communities	16%	16%										
<b>Area of Residence</b>												
Urban	70%	73%	70%	75%	54%	53%	65%	70%	67%	72%	69%	73%
Rural	27%	25%	27%	21%	40%	39%	33%	28%	30%	24%	30%	24%

Annual Base 2017/2018: Total=6,379, Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367; Comox Valley=400.  
 Annual Base 2016/2017: Total=6,365; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400; Comox Valley=400.



## Demographics

	Total		Cowichan Valley		Penticton		Vernon		Tier 3	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
<b>Municipality of Residence</b>										
Victoria	25%	26%								
Central Fraser Valley	11%	12%								
Kamloops	6%	6%								
Kelowna	8%	8%								
Nanaimo	8%	8%								
Prince George	6%	6%								
Whistler	1%	1%								
Chilliwack	5%	5%								
Campbell River	2%	2%								
Comox Valley	3%	3%								
Cowichan Valley	1%	1%	100%	100%						
Penticton	3%	3%			100%	100%				
Vernon	4%	5%					100%	100%		
Tier 3 Communities	16%	16%							100%	100%
<b>Area of Residence</b>										
Urban	70%	73%	41%	39%	75%	79%	52%	55%	49%	52%
Rural	27%	25%	53%	58%	22%	18%	46%	41%	47%	46%

Annual Base 2017/2018: Total=6,379; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
 Annual Base 2016/2017: Total=6,365; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

## Demographics

	Total		Victoria		Central Fraser Valley		Kamloops		Kelowna		Nanaimo	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
<b>Household Income</b>												
Less than \$25,000	10%	10%	7%	10%*	8%	8%	14%	11%	12%*	7%	14%	17%
\$25,000 - <\$45,000	14%	14%	11%	11%	15%	15%	10%	14%	16%	17%	13%	15%
\$45,000 - <\$65,000	16%	16%	15%	14%	18%	19%	14%	15%	15%	14%	14%	15%
\$65,000+	37%	40%*	40%	43%	33%	38%	43%	42%	38%	41%	36%	31%
Ref./DK	23%	21%	27%	22%	25%	20%	18%	18%	20%	21%	22%	22%
<b>Gender</b>												
Male	47%	47%	47%	47%	48%	49%	47%	47%	47%	44%	47%	47%
Female	53%	53%	53%	53%	52%	51%	53%	53%	52%	56%	53%	53%
<b>Age</b>												
Under 25	14%	13%	13%	14%	16%	18%	16%	16%	12%	10%	15%*	4%
25-34	9%	7%	8%	9%	11%	7%	7%	8%	10%	10%	10%	10%
35-54	31%	32%	32%	33%	34%	36%	33%	31%	30%	35%	29%	30%
55-64	26%	26%	25%	23%	21%	23%	25%	27%	23%	20%	22%	28%
65+	20%	21%	21%	21%	17%	17%	17%	17%	24%	25%	25%	28%

Annual Base 2017/2018: Total=6,379; Victoria=1,199; Central Fraser Valley=400; Kamloops=400; Kelowna=400; Nanaimo=413.  
Annual Base 2016/2017: Total=6,365; Victoria=1,202; Central Fraser Valley=400; Kamloops=400; Kelowna=400; Nanaimo=404.

\* - statistically significant difference at 95% level

## Demographics

	Total		Prince George		Whistler		Chilliwack Regional		Campbell River		Comox Valley	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
<b>Household Income</b>												
Less than \$25,000	10%	10%	11%	11%	3%	5%	8%	8%	12%*	7%	12%	10%
\$25,000 - <\$45,000	14%	14%	12%	13%	6%	7%	16%	11%	17%	18%	17%	12%
\$45,000 - <\$65,000	16%	16%	23%*	12%	13%	17%	20%	22%	18%	16%	15%	18%
\$65,000+	37%	40%*	40%	46%	54%	45%	41%	40%	32%	35%	38%	39%
Ref./DK	23%	21%	15%	19%	24%	27%	14%	19%	21%	25%	18%	22%
<b>Gender</b>												
Male	47%	47%	48%	50%	53%	52%	46%	48%	47%	46%	48%	47%
Female	53%	53%	52%	50%	45%	48%	54%	52%	52%	54%	51%	53%
<b>Age</b>												
Under 25	14%	13%	16%	14%	20%	17%	13%	16%	11%	10%	7%	11%
25-34	9%	7%	11%	7%	9%	20%*	5%	6%	9%*	3%	7%	5%
35-54	31%	32%	33%	36%	36%	35%	34%	26%	30%	29%	33%	30%
55-64	26%	26%	28%	31%	29%*	18%	27%	31%	33%	38%	26%	28%
65+	20%	21%	12%	12%	4%	4%	21%	20%	17%	17%	25%	25%

Annual Base 2017/2018: Total=6,379; Prince George=402; Whistler=393; Chilliwack=400; Campbell River=367; Comox Valley=400.

Annual Base 2016/2017: Total=6,365; Prince George=400; Whistler=355; Chilliwack=403; Campbell River=400; Comox Valley=400.

\* - statistically significant difference at 95% level

## Demographics

	Total		Cowichan Valley		Penticton		Vernon Regional		Tier 3 Communities	
	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18	16/17	17/18
<b>Household Income</b>										
Less than \$25,000	10%	10%	9%	10%	13%	13%	17%	15%	10%	10%
\$25,000 - <\$45,000	14%	14%	15%	13%	19%	18%	14%	19%	16%	13%
\$45,000 - <\$65,000	16%	16%	17%	21%	16%	15%	18%	12%	16%	17%
\$65,000+	37%	40%*	33%	31%	29%	33%	32%	30%	32%	41%*
Ref./DK	23%	21%	26%	25%	24%	21%	19%	23%	26%	19%
<b>Gender</b>										
Male	47%	47%	47%	45%	45%	43%	46%	47%	48%	49%
Female	53%	53%	51%	55%	55%	57%	54%	53%	52%	51%
<b>Age</b>										
Under 25	14%	13%	13%*	5%	8%	5%	13%	12%	14%	12%
25-34	9%	7%	10%*	5%	10%*	4%	6%*	2%	9%	6%
35-54	31%	32%	25%	25%	25%	25%	28%	25%	28%	34%
55-64	26%	26%	22%	32%*	25%	33%*	28%	35%	31%	28%
65+	20%	21%	24%	26%	31%	32%	24%	24%	18%	19%

Annual Base 2017/2018: Total=6,379; Cowichan Valley=397; Penticton=400; Vernon=408; Tier 3=400.  
Annual Base 2016/2017: Total=6,365; Cowichan Valley=400; Penticton=400; Vernon=400; Tier 3=401.

\* - statistically significant difference at 95% level

## Appendix – Questionnaire

### BC TRANSIT MONTHLY TRACKING SURVEY – Updated April 2016

Hello this is \_\_\_\_\_, and I'm calling from NRG Research Group, on behalf of your local transit company. We are conducting a short survey to learn more about how residents travel around the area. We need to hear from both users and non-users of the public transit system who are 15 years of age or older. May I please have 8-10 minutes of your time to ask you a few quick questions?  
Thank you.

IF NECESSARY: CONFIRM R IS 15 OR OLDER  
IF R REFUSES, SAY:

Your opinions and the information you provide will help ensure a more effective transportation system, which will help both users and non users of the public transit system.

The questions are not sensitive in nature, but in any case, please be assured that all answers will be kept confidential.

IF RESPONDENT WISHES TO VERIFY SURVEY, RECORD AND READ: You may call Maureen Sheehan at BC Transit at 250-995-5605.

IF R NOT AVAILABLE: Can I speak to someone else in the household?

- A. Do you or any person in your household work for the local transit system or local, municipal or regional council?  
1. Yes >>THANK AND TERMINATE  
2. No
- Q1. Can you please tell me who is responsible for your local transit system?  
Probe. Do not read list. Can be multiple response.  
1. BC Transit  
2. Local/municipal government  
3. Other (specify) \_\_\_\_\_
- Q2. Deleted [MAR 29, 2016]
- Q3. Have you used the local public bus system in the past year?  
1. Yes  
2. No >>GO TO Q11

## Appendix – Questionnaire

- Q4. Did you last use the local public bus system...READ
1. In the past 24 hours
  2. In the past seven days
  3. In the past month, or >>GO TO Q6a
  4. Was it more than a month ago >>GO TO Q6a
- Q5. How many one-way trips did you make on public transit in the past seven days? Please count going to and from a destination as 2 one-way trips.  
 \_\_\_\_ CODE ABSOLUTE
- Q6a. Compared to a year ago, would you say that you use the local bus system more often now, less often or about the same?  
 IF MORE OR LESS: Would that be much (more/less) often or somewhat (more/less) often?
1. Much less often >> GO TO Q6b
  2. Somewhat less often >> GO TO Q6b
  3. About the same >> GO TO Q7
  4. Somewhat more often >> GO TO Q6c
  5. Much more often >> GO TO Q6c
- Q6b. Now that you are using the local bus system less often, what mode or modes are you using more? (use Q6c code list)
- Q6c. Now that you are using the local bus system more often, what mode or modes are you using less?
- DO NOT READ. Probe. Can be multiple response.
1. Drive alone (car/truck)
  2. Carpool or share a ride as driver
  3. Carpool or share a ride as passenger
  4. Taxi
  5. Bicycle
  6. Motorcycle/moped/scooter
  7. Walking/rollerblading/skateboarding/jogging
  95. Other
- Q7. Deleted [MAR 29, 2016]
- Q8. Deleted [MAR 29, 2016]
- Q9. Deleted [MAR 29, 2016]
- Q10. Deleted [MAR 29, 2016]



## Appendix – Questionnaire

- Q11. Compared to a year ago, would you say that the local bus system has improved, stayed the same or become worse?  
IF IMPROVED/WORSE: Would that be much or somewhat (improved/worse)?
1. Much worse
  2. Somewhat worse
  3. Stayed the same
  4. Somewhat improved
  5. Much improved
- Q11b. How important do you think transit is to your community? Please use a scale from one to five, where 5 is very important and 1 is not at all important.
1. Not at all important
  - 2.
  - 3.
  - 4.
  5. Very important
  6. Don't know/Refused
- Q12. Based on your own experience or what you may have seen or heard, I would like you to rate the local transit system on several areas. Using a scale of 1 to 5 where 1 means extremely poor and 5 means excellent, what rating would you give the transit system on the following....READ, ROTATE [MAR 29, 2016 CHANGED FROM 7-POINT SCALE TO FIVE POINT]
- a) Fare prices are reasonable
  - b) Bus drivers are courteous
  - c) Frequency of scheduled service [Changed Mar 29, 2016]
  - d) Buses run on time/on schedule
  - e) Buses are clean and well-maintained
  - f) Personal safety while riding local buses
  - g) Personal safety while waiting for local buses
  - h) Availability and accuracy of schedule information
  - i) Buses not being overcrowded
  - j) Buses have a direct route
  - k) Bus fare payment options are convenient and easy to use
  - l) Buses have good connections with reasonable wait times
  - m) Bus stops have enough amenities such as shelters, benches, information and trash cans
  - n) Bus stops are clean and well-maintained
  - o) Trip duration, that is the time from when you boarded to the time you got off the bus

## Appendix – Questionnaire

- Q13. And, overall, how would you rate the local transit system using the same 1 to 5 scale? [MAR 29, 2016 CHANGED FROM 7-POINT SCALE TO FIVE POINT]
- Extremely poor ...1                      2                      3                      4                      5 ...Excellent
- Q14. Have you ever accessed BC Transit's information online?
1. Yes
  2. No
- Q15. IF YES: On the same scale where 1 means extremely poor and 5 means excellent, how would you rate the quality of BC Transit's information online? [MAR 29, 2016 CHANGED FROM 7-POINT SCALE TO FIVE POINT]
- Q16. Have you ever accessed transit information by telephone?
1. Yes
  2. No
- Q17. IF YES: On the same scale where 1 means extremely poor and 7 means excellent, how would you rate the quality of the telephone information service?
- Extremely poor ...1                      2                      3                      4                      5...Excellent
- Q18. What is your primary source for information regarding public transit?  
ONE RESPONSE ONLY, DO NOT READ
1. Printed bus schedules (Riders' Guide & Updates)
  2. "On-street" bus schedules -- InfoTubes/InfoPosts/schedules at bus stops
  3. Telephone Information System
  4. BC Transit Website
  5. Radio
  6. Television
  7. Newspaper
  8. Friends/family/word of mouth
  9. Bus drivers
  10. Other transit employees
  11. Internet
  12. Google Maps
  13. Apps (applications) on phones
  95. Other
  97. None/don't have a transit information source



## Appendix – Questionnaire

19. In the past few months, have you seen or heard about any advertising or promotion for public transit in your area?

1. Yes
2. No
3. Don't know/Refused

20a. Deleted

Q20b. Deleted

Q20c. Deleted

If Q19 is YES, ask:

21. Where did you see or hear about the advertising or promotion?  
Do not read. Probe

1. Newspaper
2. Newspaper Ad
3. Television
4. Radio
5. On Buses
6. Word of Mouth/Family/Friends
9. Social Media
10. Community Event
7. Other
8. Don't know/Refused

## Appendix – Questionnaire

### DEMOGRAPHICS

And just a few questions for classification purposes only.

- D1a. Can I confirm that you live in (import community from file)? CHECK AGAINST QUOTAS  
If no: record community using list from sample frame and re-classify quota group if necessary.

#### Victoria (Areas 1-14)

##### Urban Core

1. Victoria
2. Oak Bay
3. Esquimalt
4. Saanich

##### Peninsula

5. Central Saanich
6. North Saanich
7. Sidney

##### West Shore

8. View Royal
9. Colwood
10. Langford
11. Highlands
12. Metchosin
13. Sooke
14. Other (including Juan de Fuca EA)

#### Tiers 1 and 2

20. Central Fraser Valley (Abbotsford/ Mission)
21. Kamloops
22. Kelowna
23. Nanaimo
24. Prince George
25. Whistler
26. Chilliwack/ Rosedale
27. Campbell River

## Appendix – Questionnaire

### DEMOGRAPHICS

- 28. Comox Valley (Comox/ Courtenay/ Cumberland)
- 29. Cowichan Valley (Duncan/ Chemainus/ Cobble Hill/ Crofton/ Mill Bay)
- 33. Penticton (also includes Summerland/ Princeton)
- 34. Vernon (also includes Coldstream/ Armstrong/ Enderby/ Lumby/ Spalumcheen/ Barriere/ Clearwater)

#### Tier 3 Regions

- 30. Agassiz/ Harrison Hot Springs/ Kent
- 31. Sunshine Coast (Gibsons/ Roberts Creek/ Sechelt)
- 32. Kootenay Boundary (Nelson/ Castlegar/ Trail)
- 35. Cranbrook/ Kimberly/ Creston
- 36. Dawson Creek
- 37. Fort St. John
- 38. Terrace/ Kitimat
- 39. Port Alberni
- 40. Powell River
- 41. Port Edward/ Prince Rupert
- 42. Squamish/ Pemberton
- 43. Quesnel/ Williams Lake

D1b. And do you live in an urban centre or rural area?

- 1. Urban
- 2. Rural

D2. Next, are you under 45 or 45 or older?

Under 45 – Are you...45 Or Older – Are you...

- |          |                 |
|----------|-----------------|
| 1. 15-17 | 5. 45-54        |
| 2. 18-24 | 6. 55-64        |
| 3. 25-34 | 7. 65-74        |
| 4. 35-44 | 8. 75 and older |

## Appendix – Questionnaire

D3. How many insured motor vehicles, including motorcycles, do you and the other members of your household own or lease?  
 \_\_\_\_ CODE ABSOLUTE

ASK QD3b ONLY IF WORKING OUTSIDE THE HOME (Q7=1, 2 OR 3):

D3b. Deleted [MAR 29, 2016 ]

D4. Deleted

D5. Lastly, is your total annual household income before taxes under \$45,000 or \$45,000 or more?

Under \$45,000 – Would that be... \$45,000 or more – Would that be...

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| 1. Less than \$20,000             | 5. \$45,000 to less than \$55,000 |
| 2. \$20,000 to less than \$25,000 | 6. \$55,000 to less than \$65,000 |
| 3. \$25,000 to less than \$35,000 | 7. \$65,000 to less than \$75,000 |
| 4. \$35,000 to less than \$45,000 | 8. \$75,000 or more               |

D6. RECORD GENDER

1. Male
2. Female

Those are all my questions. Thank you very much for taking the time to participate in our survey.



BC Transit

**Penalty-Reward Analysis**  
*Key Service Delivery Attributes*

April, 2018

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## Penalty - Reward Method

- Customers' overall perception of a company depends on the various service attributes that are provided and the customer's level of expectation surrounding these attributes.
- A Penalty-Reward Analysis (PRA) shows whether scoring low (or high) on a specific attribute is more strongly associated with a low or high score on an overall measure.
- The PRA produces a Penalty and a Reward score for each attribute and compares the difference between these scores. The difference score is used to categorize attributes into one of three types: Penalty, Reward, and Performance. Categorization depends on the magnitude and direction of the difference between the Penalty and the Reward score.
- A conceptual summary of the outcome is shown on the following slide. A detailed description of the analysis and technique are included in the Appendix.

## Penalty – Reward Outcomes

**Penalty Attribute (red arrow in diagram):** an attribute that is expected. Failing to provide this service results in decreased satisfaction, but provision of the service does not increase overall satisfaction.

**Reward Attribute (green arrow):** an attribute that is unexpected but appreciated. Failing to provide this service does not decrease satisfaction, but provision of the service increases overall satisfaction.

**Performance Attribute (purple arrows):** an attribute which increases satisfaction if provided, however it can also decrease satisfaction if not provided. Unlike Penalty or Reward attributes, Performance attributes can positively or negatively influence overall satisfaction.

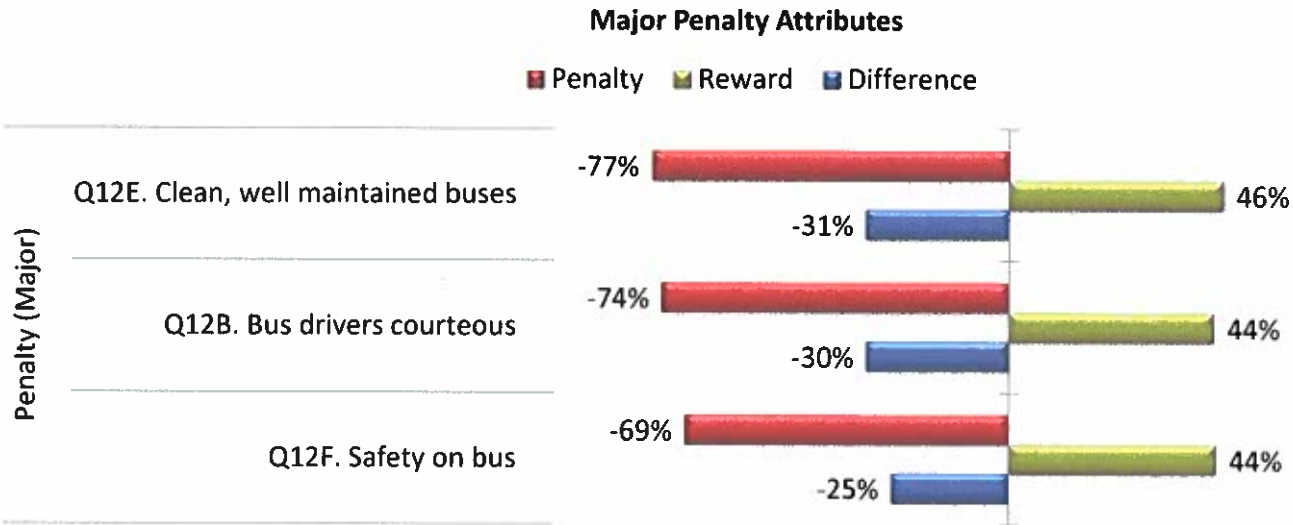




## •Results

- Penalty-Reward Analysis Results –*
- All Participants Province-wide*

## Penalty-Reward Results – Major Penalty Attributes

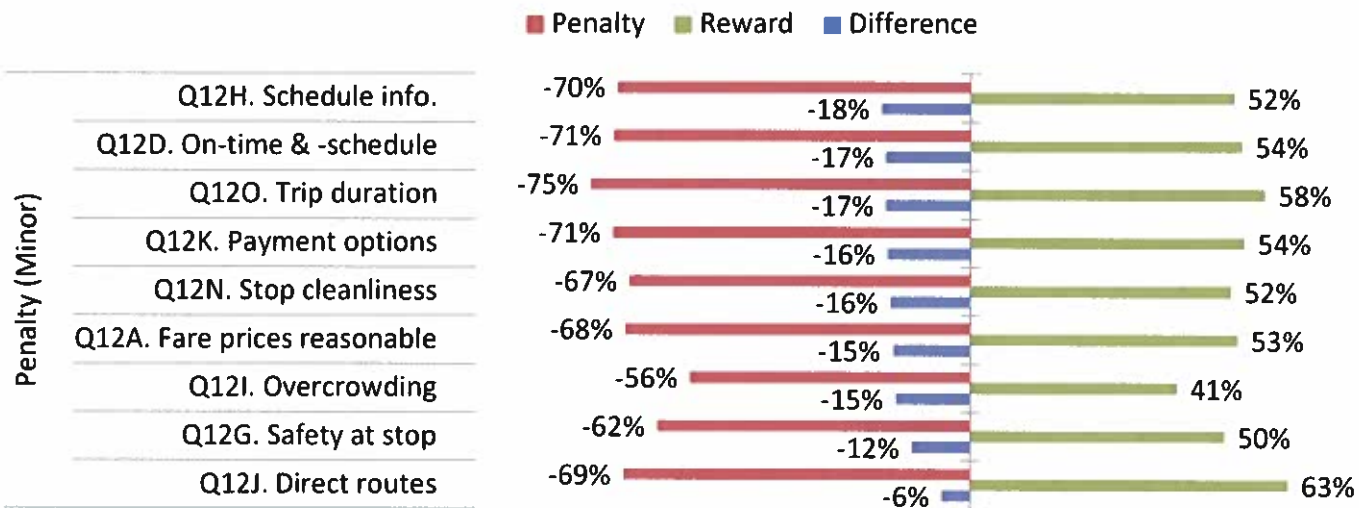


• For each of the attributes shown above, the Penalty score exceeds the Reward score by a considerable margin, indicating customers expect all of these aspects as part of their transit experience. The strength of the Penalty scores shows the importance of delivering on these factors to the perception of overall satisfaction.

• Similar to last year, the three strongest differences between Penalty and Reward attributes are **buses are clean and well-maintained (Q12E)**, **bus drivers are courteous (Q12B)** and **personal safety while riding local buses (Q12F)**. These are indeed “cost of entry” factors.

## Penalty-Reward Results – Minor Penalty Attributes

Minor Penalty Attributes



- The interpretation of minor Penalty attributes requires attention to both the Penalty and Reward scores—the difference should be considered within the context of the full Penalty and Reward scores.
- For example, **availability and accuracy of schedule information (Q12H)** is the strongest minor penalty and has a difference of 18%, while **trip duration, that is the time from when you board to the time you got off the bus (Q12O)** has a difference of 17%. However, **trip duration** has the highest Penalty score, suggesting providing this attribute is especially important for riders.
- Buses run on-time/on-schedule (Q12D)** and **trip duration (Q12O)** have the same minor penalty difference of 17% and are the second strongest minor penalties, followed closely by **bus fare payment options are convenient and easy to use (Q12K)** and **bus stops are clean and well maintained (Q12N)**, both of which have differences of 16%.

## Penalty-Reward Results – Performance and Reward Attributes



- The 2017/18 results show three Reward attributes, the strongest of which continues to be **frequency of scheduled service (Q12C)**. Frequent scheduled service is not necessarily expected among most riders, but has strong potential to add value and satisfaction if other fundamental needs have been met.
- Bus stops have enough amenities (Q12M)** and **buses have good connections with reasonable wait times (Q12L)** also continue to have positive Reward-side scores, indicating the potential of these elements to add value. However, the high Penalty-side score for **buses have good connections** suggests that for some (especially customers who need to transfer), attaining this attribute is important for their overall satisfaction.

**•Discussion**  
**•*Implications for Future Directions***

## Discussion

- *Expected Service Delivery Attributes*
- Continuing the same pattern of previous years, **clean and well maintained buses** is the top contributor to overall satisfaction, followed closely by **bus drivers are courteous** and then **personal safety while riding the buses**. This suggests that although passengers use the bus primarily for transportation purposes, they have high expectations of a clean, pleasant and safe trip.
- After meeting riders' expectations on the cost-of-entry service attributes, there are additional service attributes for which ratings can be predictive of overall transit system satisfaction in 2017/18: **Availability and accuracy of schedule information, buses run on-time/on-schedule, trip duration, convenience of bus fare payment options, bus stops being clean and maintained, fare prices are reasonable, buses not being overcrowded, personal safety while waiting for the bus and buses have direct routes**. The three elements to particularly focus on in terms of potentially increasing overall satisfaction are **trip duration, buses run on-time/on-schedule and convenience of bus fare payment options**.

## Discussion

- *Value-Added Attributes*

- Again, the highest value-add service continues to be **frequency of scheduled service**. This is followed by **bus stops have enough amenities and buses have good connections with reasonable wait times**. As value added attributes, these could improve rider perceptions. In the case of bus stop amenities, consideration should be given to ensure adequate shelter, sitting areas, bus schedule information and the availability of garbage disposal.